

*First in
The Drycleaning
Industry
Since 1910*

THE **NATIONAL CLEANER**

A REUBEN H. DONNELLEY PUBLICATION



MARCH • 1960 *Modern American equipment speeds production in this Swedish plant . . . see page 40*

- ▶ Bailees' insurance—least cost, most protection page 48
- ▶ How to assure customer acceptance of your shirts . . . page 56
- ▶ Three-star program for building more sales page 80



Nab 'em both!

You get Dirty Solid out of your solvent with Hyflo . . . you need Hysweet* to handle Fatty Acid (with minimum detergent loss!)*

Think a sweetener has got to gobble up "soap" . . . and profits? Not Hysweet, the new sweetener from Johns-Manville, maker of Hyflo. Hysweet rids your solvent of more free fatty acids than anything short of actual distillation. Yet your detergent loss is practically nil. Tests show savings range as high as \$510 annually in a 500-gallon charged system, as compared to weekly distillation.

When using Hysweet—after your regular Hyflo precoating, of course—soluble impurity levels as well as filter pressures are kept down longer. Naturally, you're assured of better cleaning qualities in your solvent.

Ask your Hyflo dealer for Hysweet or write Johns-Manville, Box 14, New York 16, N. Y. In Canada, Port Credit, Ontario.

Hyflo·Hysweet



*Hysweet and Hyflo trademarks Reg. U.S. Pat. Off.

JOHNS-MANVILLE



CALLING CODE 166
LINT, SPOTS AND
STATIC ASSAULTING PROFITS



BUCKEYE CODE 166

PUTS THE DRY BACK INTO DRY CLEANING

The original anti-static agent in Buckeye Code 166 eliminates your color and fabric-sorting problem. A great variety of light and dark, soft and hard-finished materials can be tumble-dried together, when you use Buckeye Code 166. All garments come out clean, and lint-free. Spotting time, too, is reduced to a minimum, because there's no sticky film to attract dirt and leave fabrics dull. Dirt really gives up and gets out—so does static!

*Designed for PERCHLORETHYLENE
Plants Only*

For further information contact your local Buckeye Distributor—or write, wire the Davies-Young Soap Co.

Since 1844

**THE DAVIES-YOUNG
SOAP COMPANY**
BOX 995 DAYTON 1, OHIO

**KEEP YOUR
SALES IN SHAPE!**
BUCKEYE
CLEAN-CHARGE



**The original anti-static dry
cleaning detergent. Dirt gives
up and gets out—so does static!**

Eliminate high finishing costs with Buckeye Clean-Charge. Its anti-static ingredient leaves garments free of lint because, unlike other charges, Buckeye Clean-Charge is extremely volatile. Contains no sticky film that attracts dirt and leaves fabrics dull. No other charge can compare with Buckeye Clean-Charge! It's the industry's most effective soil-removing agent.

For further information contact your local Buckeye Distributor—or write, wire the Davies-Young Soap Co.

SYMBOL OF QUALITY

**THE DAVIES-YOUNG
SOAP COMPANY**
BOX 995 DAYTON 1, OHIO

RELIABLE COLD STORAGE AND DRY STORAGE PACKAGE UNITS

*now, you can convert
any plant space,
including basements,
into a profitable
storage business!*

It's a fact . . . your own storage facilities mean extra profit fees, extra profit cleaning and extra profit services, the year round.

It's also a fact that Reliable Cold Storage and Dry Storage package units represent low cost, high return business builders.

Get the facts for yourself, from Reliable. Look into the completely equipped self-contained package unit vault conditioners for Cold Storage . . . designed to meet your individual requirements for every size installation.

Then, check up on Reliable's fully equipped Dry Storage package units servicing up to 10,000 cu. ft. They can't be matched for economy, flexibility and exclusive features. Storage can be your most profitable business. Send for full details.



MODEL DS-100



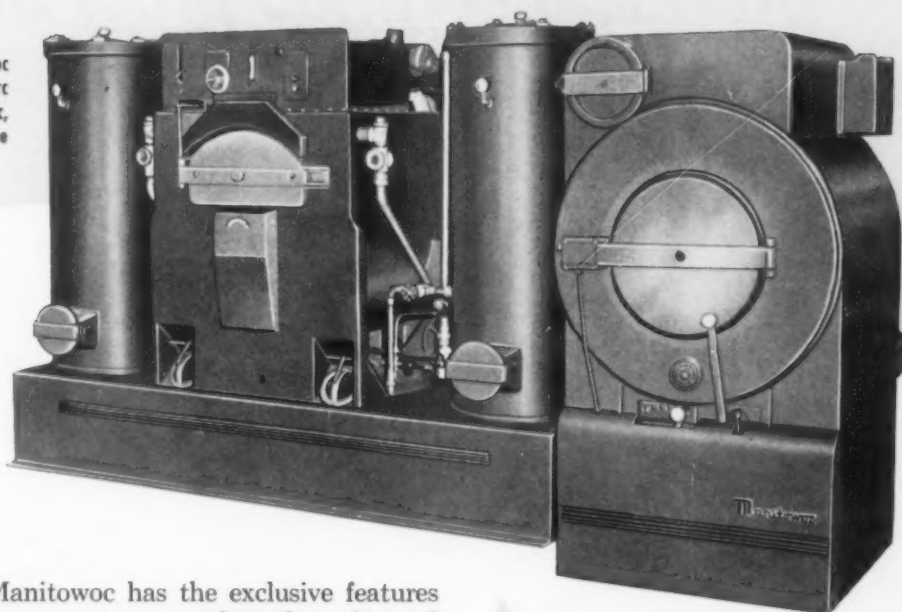
MODEL VC-200

RELIABLE MACHINE WORKS, INC.
231 EAGLE STREET • BROOKLYN 22, N. Y.

**IF YOUR DRY CLEANING MACHINE
IS MORE THAN 3 YEARS OLD
YOU ARE LOSING MONEY EVERY DAY
YOU CONTINUE TO OPERATE IT!**

The ALL-NEW Manitowoc 50-55 lb. 2-bath Perc system. Fully automatic, with every exclusive modern feature.

*A Modern
Manitowoc
will change
your profit
picture!*



Only the modern Manitowoc has the exclusive features you need to give your customers what they demand today: **FAST SERVICE — QUALITY CLEANING — LOW PRICE.** The finest one-hour cleaning is possible because you do less pre-spotting, have fewer re-runs and use the fastest, most efficient, recovery tumbler in the industry. Your quality can't be beat because solvent stays purer, does a better job for a longer period of time. You always get customer-pleasing, odor-free, beautifully cleaned clothes. Best of all, you'll be able to meet any price in your area and still stay in the black. In fact, you'll discover that your only *real* competition is another Manitowoc owner! There's more to the amazing performance of the modern Manitowoc... send in the coupon *now* for the full story!

★ LESS PRE-SPOTTING ★ FEWER REPAIR
BILLS ★ NO MORE HARD LABOR ★ FASTEST
SERVICE PLUS BEST QUALITY ★ MEET AND
BEAT THE COMPETITION ★ FEWER CUS-
TOMER COMPLAINTS ★ LOWER LABOR
COSTS ★ A COMPLETE PACKAGE ★ BIG
TRADE-IN ALLOWANCE

MANITOWOC

**A Complete Line of
Dry Cleaning and Finishing Systems**



Tumblers Filters Stills Finishing
Equipment Dry Cleaning
Systems

Send Full Details on
Items Checked:

2-Bath Perchlor Dry Cleaning
Systems ☐ 35-40 lb. ☐ 50-55 lb.
☐ 70-90 lb.

Primafliner Single Bath Perchlor
Systems ☐ 35-40 lb. ☐ 50-55 lb.
☐ Petroleum Systems

DC-18

MANITOWOC ENGINEERING CORP.
(A subsidiary of The Manitowoc Company, Inc.)
Manitowoc, Wisconsin

Dept. MS-2

NAME.....

COMPANY.....

ADDRESS.....

CITY.....ZONE.....STATE.....

Again in '60 **FORD PICKUPS** beat all leading *New and certified proof that Ford*

Ford Six delivers 13.1% better gas mileage in second running of Economy Showdown U.S.A., conducted by America's leading independent automotive research organization. Standard 1960 ½-ton pickups of the five leading makes were purchased from dealers just as you would and tested for over-all gas economy. The trucks were run both empty and loaded, over flat terrain and hills, at low and high speeds, and under city traffic and retail delivery conditions.

Certified results show the Ford Six won *every* test—with marked superiority in the tests covering city traffic and retail delivery conditions. The combined Ford advantage for all the tests was

13.1% more mpg over the average of all the other makes tested. In fact, the Ford Six beat one competitive pickup by a whopping 27%.

The 1960 Fords not only deliver the best gas mileage of the leading makes — but they do it without sacrificing any of the performance characteristics for which Ford is famous. Ford's highly efficient carburetion system meters fuel more precisely at both low and high speeds, providing the right balance between power and fuel consumption for the best economy of operation in all kinds of driving.

And that's not all . . .



makes in Gasoline Economy!

Trucks give you greatest gas savings

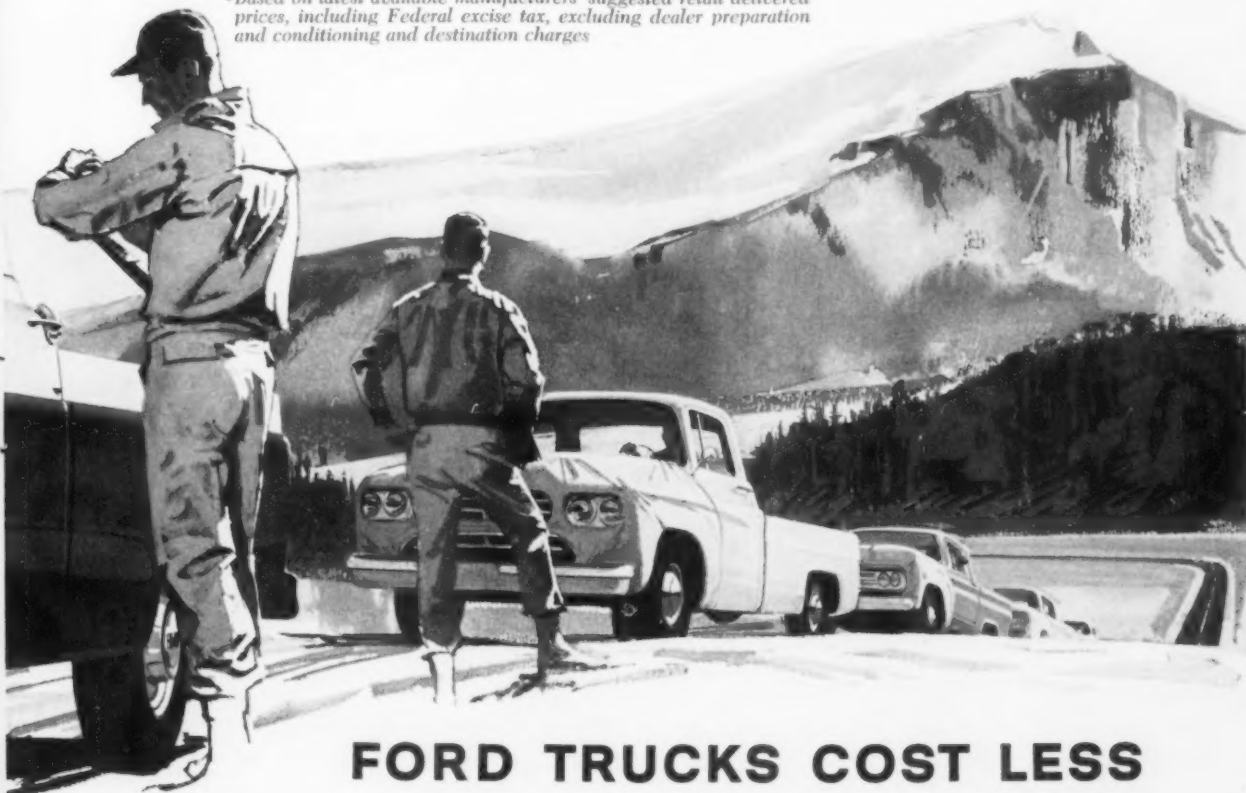
Ford gives twice the tire life with proven truck-type front suspension. Ford's solid front axle and leaf spring suspension system maintain constant front wheel alignment better than the "soft-type" independent suspension used on some 1960 trucks. Certified results of tests conducted to determine the tire wear of equally loaded trucks with the two types of suspension showed that, under average operating conditions, the independent suspension wears out front tires twice as fast. And the difference in tire wear can save you as much as \$300 over the life of a pickup.

Ford is priced below all other leading makes!* New 1960 Ford $\frac{1}{2}$ -tonners are priced

from \$33 to \$181 below those of leading competitive makes. Two Tone paint, power steering, wrap-around rear window plus many other desirable options also cost you less in a Ford. And, if you need a larger pickup a check of the suggested list prices will show Ford's prices for $\frac{3}{4}$ - and 1-tonners to be the lowest of them all.

Ford offers Certified Proof! Yes, this year, if you buy a Ford instead of a competitive truck, you can be sure to save—Ford's economy is certified! Check the certified records yourself in your Ford Dealer's "Certified Economy Reports" . . . see and drive the new Ford Trucks . . . check the price tags . . . and you'll save for sure!

*Based on latest available manufacturers' suggested retail delivered prices, including Federal excise tax, excluding dealer preparation and conditioning and destination charges



FORD TRUCKS COST LESS

LESS TO BUY . . . LESS TO RUN . . . BUILT TO LAST LONGER, TOO!



HERE'S THE SOLVENT THAT'S
3-WAYS BETTER!

• **LOW ODOR** • **FAST EVAPORATION** • **HIGH FLASH**

ESPESOL DriRex[®]

EXCEEDS

ALL STODDARD SPECIFICATIONS!

• **EVAPORATION** Over twice as fast as regular Stoddard solvent

• **ODOR** Extremely low • **FLASH POINT** 100° F plus • **COLOR** Crystal Clear

• **APPROVED** by National Institute of Drycleaning

Cleaners everywhere are turning to new Espesol DriRex, the solvent that gives them "3-ways superior" performance—extremely low odor, super-fast evaporation, and high flash point! Yes, DriRex exceeds Stoddard specifications *in all ways!* Ask your solvent distributor today how DriRex can help increase your profits—give you better satisfied customers.

OTHER ESPESOL SOLVENTS

ESPESOL 300 • Regular Stoddard Solvent **ESPESOL 350** • 140° F. flash point

ESPESOL 320 • Regular Stoddard Solvent where high flash point required



If your distributor does not handle DriRex, write directly for complete information.

Eastern States Petroleum and Chemical Company

A Division of Signal Oil and Gas Company

Eastern States Petroleum and Chemical Company
P. O. Box 5008 NCD-360
Houston 12, Texas

Please send additional information on Espesol's
Amazing New DriRex

Name

Title

Company

Address

City Zone State

Post Office Box 5008—Houston 12, Texas—Phone Walnut 3-1651

Chicago Office: 1011 Lake St., Oak Park, Illinois, Phone Village 8-5410

New York Office: 10 Rockefeller Plaza, New York, Phone Circle 7-2520

Cleveland Office: 20800 Center Ridge Rd., Cleveland, Ohio, Phone Edison 3-018

Louisville Office: 4th and Broadway St., Louisville, Ky., Phone Juniper 3-7634

Atlanta Office: 3121 Maple Drive, N.E., Phone Cedar 3-3227

Los Angeles Office: 110 S. Euclid, Pasadena, Phone Murray 1-0278

U. S. Terminals:

Houston, Texas • Chicago, Illinois • East Liverpool, Ohio

Madison, Indiana • Brownsville, Texas • Savannah, Georgia

Carteret, New Jersey • Los Angeles, California

European Terminals:

Dordrecht (Rotterdam) Netherlands

Livorno (Leghorn), Italy

What have you done to my ...

LEATHER COAT?

Some Customers Cry like Babies...

When you return a suede or leather garment to them and it contains some flaw such as faded lifeless color, streaks or spots that you are unable to remove. The customer may not actually break down and cry; but he will express his disappointment in some even more unpleasant way.

Why take the risk of losing your customers' good will by attempting to do your own suede and leather

work when it is so tricky? To do the job right you need special equipment, expensive dyes, soap and oils not to mention the skilled technicians who are rather hard to find. Even if you had all of these essentials you still have the problem of interrupting your regular plant work flow to take care of these occasional items. Why not let us handle the headaches, while you pocket the profit from suede and leather cleaning and refinishing.

**OUR WORK IS GUARANTEED. OUR SERVICE IS PROMPT,
AND YOUR PROFITS ARE ASSURED.**

CALL OR WRITE THE PLANT NEAREST YOU.



Certified
ACCESSORY CLEANERS
and HATTERS

642-44 N. Robertson Blvd.,
Los Angeles 46, Calif.

Wardrobe



2425A McGee, Kansas City 8, Mo.

SERVICE



fine skins deserve better treatment
**Custom Helenizing
Leather Process**

310 Prospect St., Trenton 8, New Jersey

NATIONAL CLEANER

MARCH 1960 • VOL. 51, NO. 3

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MAIL CHANGES OF ADDRESS AND SUBSCRIPTION ORDERS TO:



The National Cleaner, Reuben H. Donnelley Corp., 466 Lexington Avenue, New York 17, New York. Change of address should reach us one month in advance.



SUBSCRIPTIONS: United States and Canada, \$4.00 per year; foreign countries in postal union, \$6.00 in advance. Single Copy: United States and Canada, 50 cents; foreign, 75 cents. Guidebook issue: \$2.00.

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A GREAT COMBINATION FOR YOU...

Street's top-rated REP-100 water repellent and this proven sales builder—the compact, colorful counter demonstration kit. Get your share of water repellent profits. Order your kit and REP-100 today!

FREE!

One counter demonstration kit
FREE with each 6 gals. REP-100
shipped in March and April, 1960



R. R. STREET & CO. INC.

561 W. Monroe St., Chicago 6, U.S.A.

**Next month in
THE NATIONAL
CLEANER
look for**

- an engineering
article-in-depth on

TRAPS

- and major
coverage of

SYNTHETIC FUR COAT PROCESSING

... two timely features
you can work with, plan
with, and count on to help
you boost profits and
cut costs!

And they're just part of
an interest-packed issue
... the April issue of
The NATIONAL
CLEANER

The NATIONAL CLEANER

466 Lexington Ave.
New York 17, N. Y.
ORegon 9-4000

LETTER from the editor

Skeleton in whose closet?

JUST AS there are differences in quality, service and price in dry-cleaning plants, so are there variations in business magazine publishing.

Some magazines come to you free every month, whether you want them or not. Ours happens to be a fully paid for monthly, bought by you, the reader. Your annual subscription is, in effect, a vote of confidence that what we write helps you. The fact that the great majority of you renew your orders each year indicates we are on the right track.

Why do I bring this up? For several reasons. First, because *you* call the turn; we can write about the things you want to know more about. We don't have to puff anyone's product in the book. You buy the supplies and equipment advertised because the editorial integrity of THE NATIONAL CLEANER enhances the believability of our advertisers' claims.

The recent payola scandal involving disc jockeys and the rigged television quiz shows prove this point. Instead of being sources of entertainment and education, both media became subordinate to the advertiser, to gain more listeners to be persuaded to buy products.

The role of the communicator (in this case, our magazine) is to inform, *impartially*. It is our job to enlighten, not to persuade. It is the advertisers' task to do that.

Our responsibilities and those of the advertisers differ to the same degree that our objectives differ. The advertiser has no responsibility beyond influencing people to buy

a product or an idea. It's not fair to ask him to take on a heavier burden.

Our responsibility as communicator is to bring you all the information concerning drycleaning that is within our capacity. The advertiser is in complete charge only when he uses billboards, window displays, direct mail or shopping news.

What happens when the *communicator* is in command? It creates the *New York Times*, *Life* and *THE NATIONAL CLEANER*, to name a few. Both billboards and magazines serve a useful purpose, but their natures are different.

The point is that the more the advertiser dominates a magazine, the more it becomes a billboard. The more the communications mind dominates the magazine, the more the product will take on the character of an organ of communication. *And the more effective a communications organ becomes, the more effective it becomes as a carrier of advertising.* This is a point to be recognized by readers and advertisers alike.

It just isn't possible for the advertising mind and the communications mind to share equal authority over any medium, including business papers, with any success. That has been nearly the case in the broadcasting field. Too often the question raised has been "Will it sell the product?" rather than "Will it communicate?"

The result has been the uncovering of closets full of skeletons for that harried industry today. I am glad we don't have skeletons in our closet. By playing it straight with you, we add strength to the advertisers' messages. That's the way it has to be.

Art Schuelke

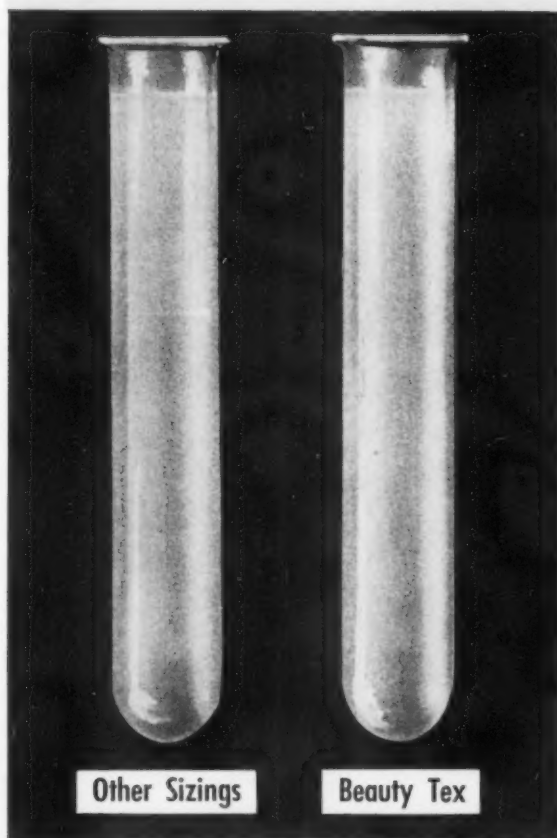
REPRINT SERVICE FOR OUR READERS—Please write promptly if you want reprints of any article appearing in this issue. Cost is \$13 per 100, one side of a single sheet; \$21 per 100, two sides of a single sheet (8 1/2 x 11). Additional 100's at \$1.70, one side; \$1.90, two sides. Minimum order is 100 reprints. For reprints in color or reprinted spreads or folders, please write for prices and additional information. All prices F.O.B. Lancaster, Pa.

Address the Editor: THE NATIONAL CLEANER, 466 Lexington Ave., New York 17, N. Y.

Beauty Tex SIZING

WITH SANITIZING AGENT, **Dex*** IS NOW

COLORLESS



Yes, Beauty Tex Dry Sizing is now better than ever. Whereas amber colored sizing compounds may add a dulling effect to finished garments, Beauty Tex treated garments become brighter with wrinkle-free freshness. Moreover, the sanitizing additive, Dex* protects garments against build-up of perspiration odors, mold and mildew. Beauty Tex is *the* one sizing that restores original luster, feel and drape to garments without sticking or gumming, without flaking or marking and without build-up on press plates.

Beauty Tex Water Soluble Sizing, a superior spray-on or dip wet sizing offers the same advantages. It remains soluble until the fabric is pressed. After pressing, the finish is semi-permanent and will withstand several launderings or cleanings. It's non-blistering . . . non-yellowing . . . non-chlorine retentive . . . economical to use — dilutes 32 to 1.

A Complete Merchandising Program To Build Sales:

- Colorful Window Signs
- Direct Mail Mats
- Decals
- Button Tags
- Newspaper Mats
- Counter Displays

and dozens of other powerful sales aids

STAINLESS STEEL SPRAY
TANK AVAILABLE . . . \$3495



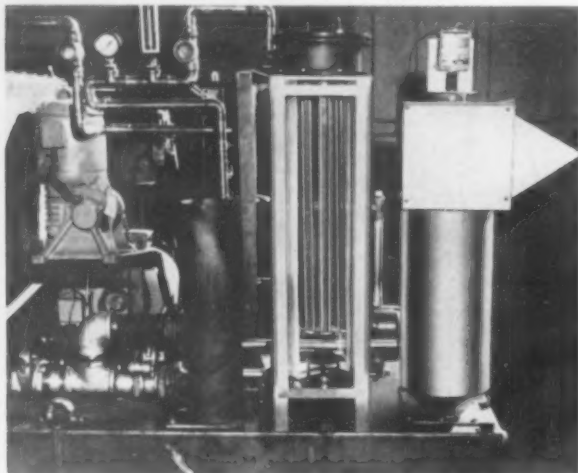
Write Today For Complete Technical
and Merchandising Kit!

Signal CHEMICAL MFG. CO.
5020 RICHMOND RD. • BEDFORD, OHIO

NEW PRODUCTS

AND LITERATURE

Detrex Monarch Features Automatic Filtration



Detrex Chemical Industries, Inc., has added the new compact, streamlined Monarch Deluxe Model 528 and 528B to its line of drycleaning machines.

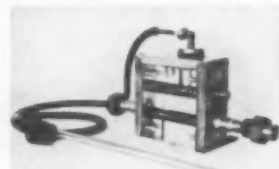
Among the automatic features found on the new models is the Stedy-Flo filtration system. This system provides each new load with clean filter tubes which are automatically pre-coated with fresh filter powder. Additional fresh powder is fed into the tubes during the cleaning cycle. Spent powder is automatically washed into the new centrifuge muck recovery unit after each load. The filter is enclosed in an illuminated compartment covered with Pyrex glass, enabling the operator to see the condition of the filter tubes and solvent.

Another feature of this unit is the automatic filter powder feeder, shown at the right of the picture and to the right of the Stedy-Flo filter. The powder hopper holds one day's supply of filter powder. One control adjusts the feeder to all cleaning conditions.

For further information: De-

trex Chemical Industries, Inc., Box 501, Detroit 32, Mich.

Syncro Feeder Literature



The Mader Syncro Precision Feeder, as described in a recent bulletin, can be used on straight-line or on by-pass, will provide up to 29" (hg.) vacuum, and it can be used for liquid chemicals of all types.

The bulletin describing the feeder is available from the Mader Machine Company, 1114 W. 13th St., Lorain, Ohio.

Lite-Weight Trucks



Divco-Wayne Corporation has introduced a new 3/4-ton payload Lite-Weight truck, available with either aluminum or steel body. Both models have a steel-enclosed safety cab sur-

rounding the driver. The multi-stop series has a 117 1/2-inch wheelbase and a gross vehicle weight of 7,000 pounds. The trucks feature 400 cubic feet of cargo space and are available with two engine choices, either 80 or 114 hp.

For additional information: Divco-Wayne Corporation, Divco Division, Detroit, Mich.

Guardian Boxes

Three different types of boxes for box storage are being introduced by Guardian Better-Pak Corp. The boxes are made of white fiberboard and printed in two colors.

In addition to these cartons, the company is offering one-piece, hamper-style, private-label boxes to big users. These have a fleur-de-lis pattern with a large blank oval for imprinting. These are also available to smaller users without the imprints.

For any additional information, write Guardian Better-Pak Corp., 84 Junius St., Brooklyn 12, N. Y.

Whistle Timer



Erie Manufacturing Company, Milwaukee, Wis., is putting a new whistle timer on the market. The 6-inch-high unit is operated by a mechanical clock movement. At the end of a preset interval, the whistle automatically sounds and continues until someone shuts it off.

Erie reports that field tests show that the whistle signal insures more accurate timing of loads. The sound is clearly audible at a distance, above all ma-

chinery noises. The timer is threaded 3/8-inch pipe size for installation on compressed air lines. The manufacturer states that it can be used with any brand washer, extractor or drier.

Street's Rust Remover



Rust-Muver, a fast-acting rust remover packaged in a convenient, easy handling long-neck applicator, has been developed by R. R. Street & Co. Inc. Rust-Muver is said to produce instant penetration, instant rust removal and instant rinsing.

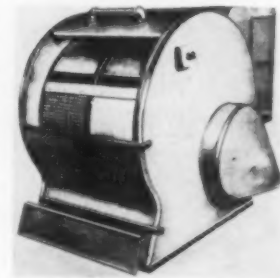
For more information: R. R. Street & Co. Inc., 561 W. Monroe St., Chicago 6, Ill.

Thermal Insulation Cement

Thermold Products Company, Grandview, Miss., has introduced a new quick-set, one-coat, reusable insulation cement. Thermold Products states that the cement can withstand freezing with no deteriorating effects, that it is nonrusting and non-corrosive.

A descriptive brochure is available on request.

Small Fur Cleaning Unit



Deluxe-Special-P-U drum and cage package fur cleaning unit

YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention THE NATIONAL CLEANER.

**THERE IS A
STARTLING
DIFFERENCE**



RAILEX

**THERE ARE
FEATURES FOUND
... ONLY ON ...CONVEYORS BY RAILEX**

SKY-MASTER



... engineered in the most modern design, & quality constructed of the finest materials available; providing neat appearance, quiet operation, trouble free service, and greatest capacity.

SLICK-MASTER



ROBOT-MASTER



BALL BEARING
throughout



Nylon tired ball bearing rollers.
Ball bearing motor.
Ball bearing drive unit.

**Malleable Steel
Roller Supports**



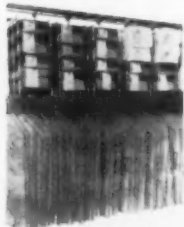
Tensile strength of 53,000 lbs. per sq. in.



**Full Frame
Suspension**

Rail completely supported by encircling steel frame.

SPACE-MASTER



Safety Designed

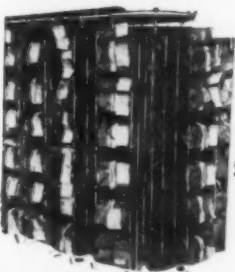
Frame encircles entire rail. No front end sprocket. No bicycle-type chain.

Heavy Duty Drive Unit

Eliminates chain drive. No dripping lubricant. Noiseless operation.



SHIRT-MASTER



Wide Track

26" spacing provides great stability and strength, garment clearance, extra capacity.



Convertible

Complete convertibility between all models (except floor/ceiling)



Railex Corp.

Write for FREE Literature.

634 DEAN ST. BROOKLYN 38, N. Y.

QUALITY IS STANDARD EQUIPMENT ON "CONVEYORS BY RAILEX"

is now available for cleaning all natural and man-made furs. Features include an automatic time switch which enables the operator to set it for whatever cleaning time is required. The machine shuts itself off automatically when finished. Also featured are three electric motors, each serving a different job but requiring no extra electrical installation.

For additional information: B. Mackler and Sons, 155 W. 27th St., New York 1, N. Y.

Vendor Takes Two Nickels



A wall-type vending machine which accepts a dime or two nickels has been introduced. The machine has two columns with a capacity of 48 boxes for Luse's Lo-Suds, Safe-White Bleach or Lumar Fabric Softener. The white baked enamel machine is 36 inches high, 17½ inches wide and 8¾ inches deep. It also comes with a slug rejector coin mechanism which returns coins when empty.

For more information write Marlyn Chemical Company, Lakeview, Ohio.

Filter Aid Fact Sheet

A two-page sheet titled "Facts on Filteraids and Fillers" describes diatomite and perlite fillers and filter aids as well as

the use of diatomite as insulation and diatomite-asbestos and carbon-based filter aids. It is available from the Dicalite Department of Great Lakes Carbon Corporation, 612 S. Flower St., Los Angeles 17, Calif.

Perfumed Polyethylene

Clear polyethylene packaging film will now appeal to the sense of smell as well as sight. Fragrance Process Company, Inc., has developed a wide variety of scents such as "clean linen" for fresh laundry packages; perfume for women's lingerie, sweaters, etc.; cedar, tweed, pine and spruce for men's clothing; and various other aromas ranging from chocolate to onion.

The odors are sold in the form of a dry resinous concentrate called Poly-Scent, a product of U. S. Industrial Chemicals Co., New York. The concentrate is blended into the film during processing. At present, scented poly film is being made by Texas Plastics, Inc., Elsa, Tex.

Stamford Introduces Opalite

Stamford Chemical Company, Stamford, Conn., has introduced a new detergent which will be marketed under the name Opalite.

Stamford claims that the water-white detergent with fluorescent brightener has anti-lint and lubricating properties, imparts soft feel and mildew resistance. The company also states that Opalite will operate on 1 percent charge and will prevent redeposition on white work regardless of moisture use.

Trap Has Built-In Union

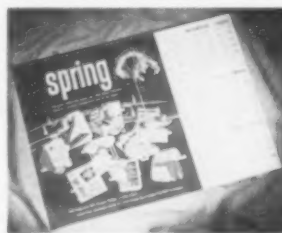


The latest addition to the Quik-Flex line of industrial thermostatic steam traps has a union incorporated into the steam trap which will eliminate the time involved in fitting pipe to a union as well as the cost of the union. The new traps are suitable for pressures up to 250 p.s.i.

For more information, write for specification sheet 2384, the V. D. Anderson Company, Di-

vision of International Basic Economy Corporation, 1935 W. 96th St., Cleveland 2, Ohio.

Button-Tag Calendars



Seasonal button tags are reminding Sanitone drycleaning customers of the many types of services offered by their cleaner.

Designed by the Sanitone drycleaning division of Emery Industries, Inc., Carew Tower, Cincinnati, Ohio, the tags are displayed on Sanitone's annual "button tag" calendar, which features tags suitable for each season. A sheet of 16 postcards is included with the calendar to enable Sanitone licensees to order by number the quantity of tags they require.

Webster Poly Storage Bag

Tie-Tites, a new heavy-gauge polyethylene storage bag, has been introduced by Webster Industries. The new blue film bag, available cedarized or regular, comes sealed at the bottom with a cloth tie ribbon fixed at the open top. The bags, provided in five standard sizes, are dispensed from the carton or from a regular roll pack.

For further information: Webster Industries, Inc., 45 Congress St., Salem, Mass.

Unimac Layout Kit

A new layout kit containing a floor plan and scale model templates for the efficient planning

of Unimac coin laundries is now available. Use of the kit enables the operator to determine what equipment he needs and the most economical arrangement of the equipment in his particular store.

The kit is available from the Unimac Company, 802 Miami Circle, N. E., Atlanta 5, Ga.

Add to Boiler Line

Cleaver-Brooks Company, 326 E. Keefe Ave., Milwaukee 12, Wis., is extending its boiler line to include a new series of low-cost boilers in the 25 to 100 hp. range. Called CBH, the line is a modified version of the company's CB line.

The new line includes both high- and low-pressure boilers designed to handle gas or light oil or gas/light oil combinations. They are not designed for heavy oil firing.

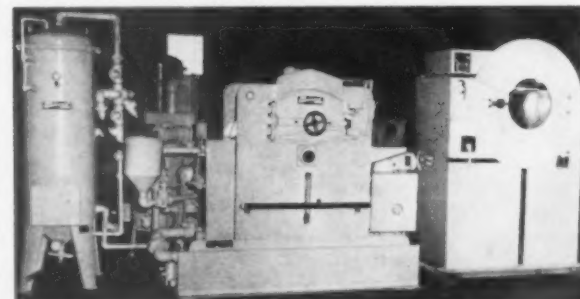
Laundrite Promotion Kit



A complete packaged promotion kit is being offered coin-op users of the Laundrite "WX" 25 coin-operated washer-extractor combination. The kit contains ad mats, window banners, indoor posters, radio commercials and adhesive-backed footprints to direct customer traffic to the "WX" 25.

The kit is available from Troy Laundry Division, American Machine and Metals, Inc., East Moline, Ill.

Midwest Machinery Adds New Unit



A new 34-pound Midwest synthetic unit has been added to the company's line of 50- and 70-pound units, available in sin-

gle; two-bath and Sanitone models. The new machine automatically washes and extracts

Continued on page 91

YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention THE NATIONAL CLEANER.

This
Drycon-Sacon
promotion is
a crackerjack

Drycon-Sacon?



It's making
my sizing
operation
pay off

Drycon-Sacon?



My customers
get a terrific
mill finish
for their clothes

Drycon-Sacon?



And I get more
business because
Wallerstein helps me
merchandise
the service

More business?



OF COURSE—my customers
keep coming back to me
time after time. Don't you
see those posters
from Wallerstein up there?



Think I'll
get me
some of that
Drycon-Sacon



Eye-catching, full-color posters are only part of the free promotional aids you get from Wallerstein. There are button tags, radio scripts, and other sizing merchandising materials that can help you boost your profits!



WALLERSTEIN COMPANY

Division of Baxter Laboratories, Inc.
Staten Island 3, N.Y.

TURN THE PAGE
TO SEE WALLERSTEIN'S
COMPLETE PROMOTIONAL KIT

HERE'S HOW WALLERSTEIN HELPS YOU MERCHANDISE YOUR DRYCON-SACON SIZING SERVICE



FROM WALLERSTEIN...

Everything you need for a complete promotional program

Brilliant full-color posters...button tags...radio scripts...
newspaper ads...merchandising tips for your counter and
route people...the works!

See your Wallerstein man or your jobber's salesman
today...he's anxious to help you keep your customers
coming back—and get you new ones!



WALLERSTEIN COMPANY

*Division of Baxter Laboratories, Inc.
Staten Island 3, N. Y.*

BUSINESS BUILDERS

Time and Temperature Make Them Look



In Smyrna, Tennessee, Klassic Kleaners is on the wrong side of the tracks. Business streets line both sides of the railroad tracks, but U. S. 41 follows the street on the east side, while the plant is west of the tracks. However, it does look down the main crossing over the tracks. The plant is in full view of the highway, and of traffic pausing at the cross-over stop light.

So a large clock and a thermometer on the plant command plenty of attention. People using any highway regularly learn where all the clocks are

along the route. Klassic's bonus of a thermometer adds a special attraction.

The photograph shows the face of the thermometer removed. That is because Early Coleman was having larger figures put on it. Thermometers are hard to read at a distance because they aren't all calibrated alike. Clocks, being standardized, can be read without figures (notice there are no numbers on the clock shown here). But 70 might be left, right or at the top of a thermometer. So 4-inch numerals are being supplied the Klassic thermometer.

Billboards Stress Civic Interest



Ray Stone of Peoria Cleaners, Peoria, Illinois, knows that a good public relations stunt builds goodwill for his plant.

After two local basketball teams gained national recognition in out-of-

town tournament competition, the plantowner decided to greet them on their return with an appropriate welcome-home message.

Billboard posters were prepared by an outdoor advertising firm. Large

24-sheet posters spelled out "Congratulations — Bradley and Central from Ray Stone, Peoria Cleaners." They blanketed the area at 10 different locations on the day the two teams returned to the city.

The promotion cost about \$300. And Ray Stone is convinced that the advertising promotion earned him plenty of free publicity.

Handy Hanger



Suit hangers are offered for sale as a customer convenience in the call office at Strater Cleaners, Toledo, Ohio.

Hangers are constructed of molded wood. They also include a plastic pants hanger that locks inside each cuff neatly and securely.

Pants hangers are retailed at 59 cents apiece or as a unit for \$1.19. Bundle inserts showing pictures of the hangers were recently distributed.

Skyway Promotion

A new twist on cooperative advertising comes from a group of cleaners from the state of New South Wales, Australia. There 10 plants banded together and rented the services of an airplane to tow a huge sign through the skies.

It tells about their drycleaning services and lists the plants involved. This is backed up by a series of newspaper ads for further impact. The ads show the skyline of Sydney at the bottom, with an airplane or two dragging the message through the skies.

The idea was fostered by Stan Godden who has an extensive background in the aviation industry. In addition to his plant, Maurice Valet Service, here are the other firms participating:

Tasman Drycleaning; Roylyn-Trilon; Nu-Way Drycleaners; Lindfield Drycleaning; Lawrence Drycleaners; Keira Drycleaning; Greys Drycleaners; Gales Drycleaners and Anderson Bros. Pty. Ltd.

**SPECIAL OFFER
LIMITED TIME
saves you \$1,000
IF PURCHASED
BY APRIL 15**

FAMOUS ELECTRIC OR STEAM FORSE BODYMASTER

SHIRT FINISHING SYSTEM

All 5 machines . . . the only electric,
high production, two-girl system made



①

Forse Hi-V Triplehead . . . only double-deck, collar-cuff-yoke press sold today. Gives 6 seconds extra drying time on collars.

②

Forse Bodymaster . . . completely and beautifully finishes the body of a shirt in one operation.

③

Forse Master Folder . . . folds faster, gentler than other shirt folders. Training time only 5 minutes.

④

Forse Collar Former . . . finishes folded shirt collar perfectly.

⑤

Forse Master Sleever . . . requires only 2 lightning-quick operations for perfect sleeves and plackets.

Saves Labor Costs

Faster finishing lowers costs. Alberts Cleaners, Cedar Rapids, Iowa, reports an average week of 3,500 shirts . . . 30c per shirt . . . only 12% direct labor finishing costs. Finishes 80-120 shirts per hour.

Eliminates High Cost of Skilled Labor

Reduces training time to hours. The "skill" is built into the machine. Frees you of skilled help problems.

Increases Your Profit

Faster, quality finishing with lower cost labor . . . gives lower cost finishing and more profit . . . Check this profit story before investing in any finishing system.

"Greatest Advertisement We've Ever Had"

This statement is consistently made by owners of Forse Bodymaster who place this system in windows where shirt finishing can be seen by traffic. Electric systems require no piping . . . just place in prominent location where there's traffic and plug in to 220 volts.

ONLY
\$6,995⁰⁰

and the famous Forse Bodymaster shirt finishing system is yours . . . yours to build profit like you've never known, because it costs less to finish shirts.

Also available on a lease basis

EXCLUSIVE GUARANTEE

Only Forse offers a "1-10 year" guarantee on this type of equipment . . . proof of dependability, performance, low maintenance costs.

Here's What You Save!

- You save \$1000 off the regular low price of \$7,995 (now only \$6,995 until April 15)
- You save weeks of training time, because the "skill" is built into Bodymaster Shirt Finishing Systems.
- You save maintenance costs and "down time." Extensive tests reveal parts replacements costs, exclusive of padding, of less than *one cent per thousand operations*.
- You save on Space Requirements.

Here's What You Get!

- Highest profits . . . 80 to 120 shirts per hour.
- Highest quality shirt finishing . . . repeat business, more business, more profit.
- Increased dry cleaning business . . . happy shirt customers quickly become happy dry cleaning customers.

THIS IS AN ACTUAL PRICE
REDUCTION OF
\$1,000

FILL OUT...
CLIP OFF...
AND MAIL...

Get this true savings—this is an actual price reduction of \$1,000. It's yours for a limited time only. This special price definitely closes on all orders received after April 15, 1960. Fill out and mail the coupon now . . . no obligation.



FORSE

SYMBOL OF PROGRESS

FORSE CORPORATION • 1530 W. 2nd St. • ANDERSON, INDIANA

FORSE CORPORATION

1530 West Second Street, Anderson, Indiana

Yes, I'd like full details without obligation on the big \$1,000 savings offered on famous Forse Bodymaster Shirt Finishing Systems until April 15, 1960.

Name _____

Company _____

Street Address _____

City, State _____

SIGNS of the TIMES

Cleaner Banks on Display: Marvis Smith, owner of Cavalier Cleaners, Richmond, Va., persuaded the First and Merchants Bank to permit him to display mannequins dressed in garments his firm had cleaned. Against a background of flowers and draperies were displayed such items as the evening dress worn by Miss Richmond when she won the title, a wash-and-wear suit, a white dinner coat, a red-and-white man-made fur coat, white kid gloves, neckties, etc. Signs with each garment sold the advantages of drycleaning, especially wash-and-wear. About 1,000 NID leaflets on wash-and-wear were offered.

Results of this low-cost advertising: Bank officials were pleased with customer reaction, Cavalier received many favorable comments from customers, and a Richmond paper carried a Sunday photo feature story on the display.

##

Promoting Treated Wash-and-Wear: The most extensive promotion ever developed for a textile finish will be launched this year through the country's leading national magazines. The campaign, entitled "The Fresh Flair Comes to Wash and Wear," will be conducted by Minnesota Mining and Manufacturing Co. and will feature wash-and-wear fabrics treated with Scotchgard, its fabric treatment which is said to offer protection against both oil- and water-borne stains. In conjunction with the campaign four textile mill groups—Cone, Dan River, Mooresville and Pepperell—have announced that many of their wash-and-wear lines for fall 1960 will be treated with the Scotchgard stain repeller.

##

Deferred Compensation: Deferred compensation is a practical approach to paying executives in small companies. Basically, it means giving a key man a raise, but paying out the actual money after he has retired. In a recent Management Aid for Small Manufacturers, issued by the Small Business Administration, deferred compensation is defined and explained. The bulletin also points out that deferred compensation permits a small company to attract and hold good management talent in competition with big corporations. The Bul-

letin, No. 107, is available free from the Small Business Administration, Washington 25, D. C., or its branch offices.

##



Top Salespeople Rewarded: The three top sales representatives of Holiday Cleaning and Laundry, Dallas, Texas, were presented distinguished sales award plaques at a recent Dallas Sales Executive Club meeting. Mrs. Pauline V. Hagood, manager of the Holiday Carrollton store, received the top award and a \$100 U. S. Savings Bond. The other winners were Herman F. Williamson, manager of the Preston Royal plant, and Mrs. Francis E. Stafford, manager of the chain's Marsalis Avenue store. They received \$50 and \$25 bonds.

Shown at the presentation are, left to right: Mrs. Allyne Durham, Jack J. Freiburger, president of the Holiday chain, and Mrs. Stafford.

##

Public Service: Berkeley G. Burrell, proprietor of Economy Cleaners, Washington, D. C., has been elected president of the D. C. Chamber of Commerce. Mr. Burrell owns a chain of five drycleaning stores in addition to his main plant.

##

Cleaner Constable; No Dope: An escapee from the Wayside Honor Rancho in Los Angeles County will be more careful about emptying his pockets before he sends his clothes to the cleaners from now on. Seems that he overlooked a marijuana cigarette in his sweater pocket. At Lemoore Cleaners, Hanford, Calif., operator Paul Cummins didn't. Mr. Cummins, who, incidentally, is also a deputy

constable, turned the cigarette over to the sheriff's office.

Since they already had his address, it wasn't long before they picked up the sweater's owner and charged him with narcotics possession.

##

Route Selling Course: A route selling techniques course for driver-salesmen in the drycleaning and laundry field is being offered in Trenton and Newark, New Jersey, by University Extension Division, Rutgers — The State University, under the sponsorship of the New Jersey Laundry and Cleaning Institute. The topics to be covered include: The door-to-door market; principles of selling; selling cleaning and laundry specialties; customer attitudes; handling new customers, and handling complaints and objections.

##

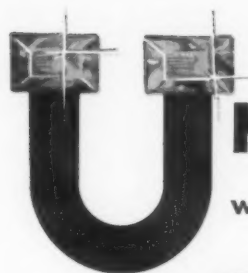
Wool Slacks With Permanent Crease: The Wool Bureau, Inc., has announced woolen slacks with permanent creases are now available. The trousers are sprayed with a chemical developed in Australia. They are then damp pressed and dried. The resulting crease is said to last the life of the garment, and to be completely unaffected by water.

##

One Hundred Years Ago: LeBlanc's Cleaners, 10 Lafayette St., Lewiston, Me., opened its doors. Today, it's still going strong. One of the oldest plants in the country, LeBlanc's Cleaners has been operated by the LeBlanc family since it was founded.

##

New Types of Man-Made Furs: Two new lines of deep-pile fabrics of Dynel and Verel for men's cold weather outerwear have been introduced for fall 1960 by Glenoit Mills, Inc. Called Glenshaggy Frosted and Glenmist, the piles are blends of Dynel and Verel modacrylic fibers with a knit backing of triacetate and acetate. The pile facing comprises 70 percent of the fabric, the backing, 30 percent. In manufactured garments, the fabrics may show up as outer material, lining or trim.



UNSURPASSED SHIRT FINISHING

with these **TWO NEW MOST WANTED FEATURES**



ON THE 2 GIRL 3 PRESS

Glide-O-Matic[®]

SHIRT FINISHING UNIT BY

UNIPRESS[®]

TWO NEW GEMS on the UNIPRESS Glide-O-Matic 2 girl, 3 press shirt unit give you more shirts per hour with the finest quality finish available anywhere. *First* is the UNIPRESS Model MSA One Lay Double Sleever which automatically measures each sleeve length for perfect pressing every time. *Second* is the new yoke ironing feature of the BAS Cabinet Bosom and Body Press, which automatically presses the full yoke while operator is making lay on the bosom and body form. Add all the other outstanding UNIPRESS features and you have the most advanced shirt finishing unit on the market today. Your choice of seven beautiful decorator colors. See your Unipress distributor or write today for complete information. Remember, UNIPRESS LEADERSHIP PUTS YOU YEARS AHEAD.

FOR FINER FINISHING FASTER IT'S...

THE UNIPRESS COMPANY 2800 Lyndale Ave. So., Minneapolis 8, Minn.



THIS UNIT WAS IN OPERATION AT THE 1960 A.I.L. CONVENTION

How Honeywell solved of the Vanishing

**New conveyor system eliminates the
frantic hunt for garments, delivers
them automatically in seconds!**



1. CUSTOMER PRESENTS TICKET

Your counter girl is always on hand to greet customers. No more detective duty for her—garments are always close at hand. Patrons gain confidence in your service. New system brings customers back, wins new ones too.



2. CLERK DIALS NUMBER

The attractive Honeywell counter control panel can be flush- or surface-mounted. Use any storage identification system you like. Your girl receives the correct garment automatically. She remains up front where she belongs.

the case Counter Clerk



3. GARMENT DELIVERED PROMPTLY

Gives 8- to 10-second service. The conveyor always chooses the shortest route. Without adding a single square foot of space, call-office facilities expand. It may give you enough space for that new tumbler you've wanted.



4. FAST SERVICE PLEASURES PATRONS

Many companies have used this system with great success. Ask your conveyor manufacturer about the new Honeywell Magi-Care® Conveyor control system, or write Honeywell, Dept. ND-3-65, Minneapolis, Minn.

*trademark

Honeywell



First in Control
SINCE 1885

75 YEARS
PIONEERING THE FUTURE
1885-1960

MARCH, 1960

23

GADGETS and GIMMICKS

Money-Saving Chute Swings Out of Way



This simple device speeds unloading time and cuts perc costs at Vogue Cleaners, Mill Valley, California. After the loads are cleaned and extracted, the chute is lowered from a hinge to the opened door of the recovery tumbler. The garments are then easily slid into the tumbler.

The hood arrangement on the chute near the tumbler door helps retain the fumes and capture them inside the tumbler. The picture at the left shows the chute in position for loading. At right is shown the simple hinge arrangement that swings the unit out of the way when it isn't in use.

Masking-Tape Markers



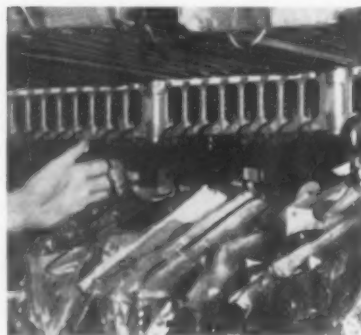
Finishers at Guild Cleaners in Lodi, California, use strips of masking tape to indicate on a garment whether repair or respotting is needed. Colored tape is used for the same purpose by the final inspector. Red tape indicates need for spotting, yellow indicates repair, and blue tape on the garment shows need for repressing.

Rolls of red and yellow masking tape are positioned on the slickrail pipe supports at each finishing unit in a handy position for the operator. Metal tape dispensers are fastened to the pipe with metal screws.

The tape makes no mark on the sheerest fabrics, and readily indicates the area on the garment that needs special attention.

Orders Taped Together

Use of the modern mechanical garment conveyors poses certain problems. Most drycleaners find their growing volume exceeds the capacity of their original conveyor and overload the order spaces, with the result that customers may receive garments in a wrinkled condition. The solution, to prevent crushing, is to use two or more consecutive order spaces for the larger orders. Often, then, a harried



counter girl will fail to remove the entire order and the customer doesn't get all her garments back.

At Dependable Cleaners in Denver, Jack Bugdanowitz has solved his conveyor problems by using pressure-sensitive tape. This permits him to use several order spaces on the conveyor

for the large orders. Then he neatly eliminates the possibility of a counter girl giving out an incomplete order by placing a strip of the tape around all the hanger necks of that entire order, even though the order is on three or four of the order spaces. Even when there are only two hangers on a single order space, the necks of both are taped together. The tape used is a bright red color for better visibility.

Incidentally, shirt packages are all wrapped in blue paper with tape handles of various colors, combined with a goldenrod-colored ticket for a very colorful bit of packaging.

Zippers Speed Drape Finishing



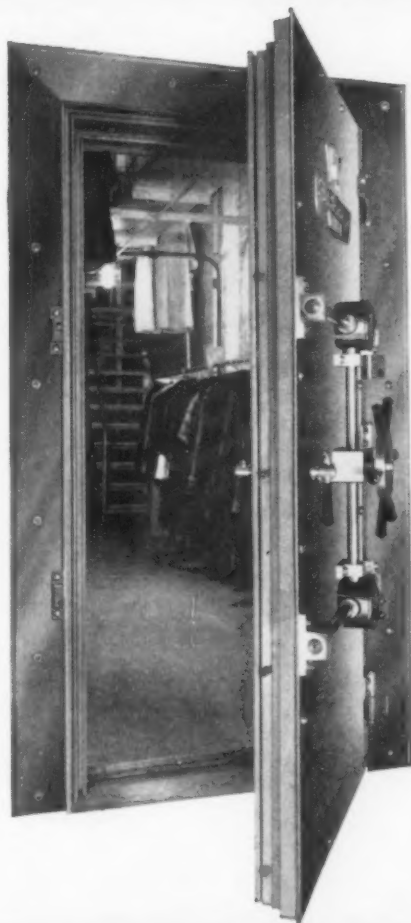
Large drapes, with too many pleats to be handled on the drape finishing machine, are no longer a problem at City Elite Cleaners & Launderers in Denver, Colorado. Until recently such drapes called for ripping open at the seam of a panel, then resewing after finishing the drape sections. This meant an extra charge each time of \$2.50 for the labor involved.

According to general manager Butch Larson, most of his customers are agreed that his idea of a full-length zipper on such drapes will save them considerable money over the life-span of these items. The charge for the zipper installation is about \$10, which is the amount the customer would normally pay in service fees for four cleanings.

Shown with a zippered pair of drapes are Butch Larson and his dry-cleaning manager, Bud Talley.

*Ask Haertel
about*

STORAGE VAULTS



This is the door to extra profits for cleaners and launderers. Doors like this throughout the nation lead to storage vaults in which Haertel Vaultmaster* units economically and automatically provide controlled safe conditions for furs, synthetic furs and cloth garments.

The many operators already using Haertel vault equipment have added to their profits three ways. They make money on storage fees; they get extra cleaning by processing storage garments during the normally slack summer months; and they all report increased year-round volume.

Learn how you, too, can open this door to extra profits. Mail the coupon or call us today.

*U.S. Patent No. 2,582,986

WALTER HAERTEL COMPANY



2840 Fourth Ave. South
Minneapolis 8, Minnesota

WALTER HAERTEL CO., 2840 Fourth Ave. S., Minneapolis 8, Minn.

- ☐ Please send me your free brochure in which cleaners and launderers using Haertel vault equipment tell how it pays off for them.
- ☐ Please have a Haertel man call to look over my plant and answer my specific questions.

FIRM NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

SIGNATURE _____



dulls fine garments

STOP IT

with Premium Darco®



Clear colors grow dull and gloomy in your washer when you let bleeding dyes build up. That's *Solvent Stain*, a sure way of losing customers.

Keep your customers and keep them happy, by using Premium DARCO activated carbon every day. It's easy and economical—just use one-half bag of Premium DARCO daily for every 1000 gallons of filter capacity.

Remember . . . you can't use too much Premium DARCO, but you can use too little. Order enough, from your distributor, today!

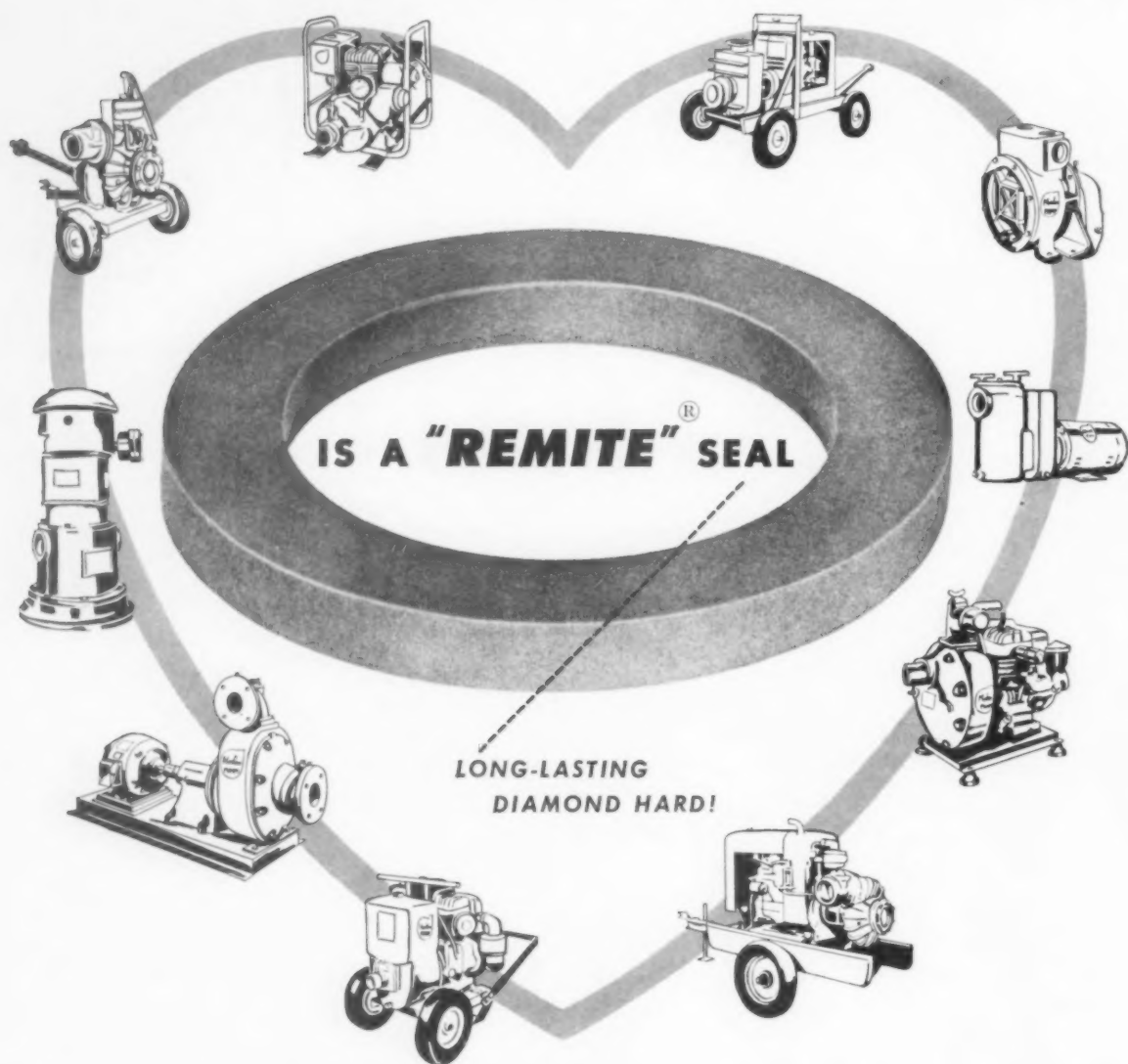
TRY THE DARCO WHITENESS TEST!

1. Tear a clean piece of white cotton or rayon in half.
2. Run one piece through your washer.
3. Dry it, press, and compare with the other piece.

If the "cleaned" half looks gray, that's *Solvent Stain*.
Call on Premium Darco!

made by **ATLAS POWDER COMPANY**
Wilmington 99, Delaware

THE **HEART** OF EVERY DEPENDABLE **MARLOW** PUMP...



Yes, Marlow's mechanical shaft seal is designed to keep the liquid where it belongs—inside the pump casing and not in the bearings or on the floor! A unique material, called "Remite," that was developed in the Research Laboratories of Bell & Gossett, helps make this possible. Remite is a material that is almost as hard as a diamond and is compatible with almost every liquid. Both of these properties help to make Marlow's mechanical shaft seal virtually leakproof and one of the finest

available anywhere in the world.

This premium seal is standard equipment on all of Marlow's self-priming centrifugal and end-suction centrifugal pumps. This is just one of many reasons why Marlows offer a dependable and reliable solution to every pumping

problem. Because it is self-lubricating, routine maintenance is almost completely eliminated.

Today, research by Marlow and Bell & Gossett is constantly striving to make a good product even better to serve you with ever increased efficiency.



MARLOW PUMPS

DIVISION OF BELL & GOSSETT COMPANY

MIDLAND PARK, NEW JERSEY

Morton Grove, Illinois • Longview, Texas

THE NATIONAL CLEANER

ASSOCIATION NOTES

Plan Drycleaning Week: Erie County and Niagara County chapters of the Neighborhood Cleaners Association (New York) plan to hold the second annual Niagara Frontier Drycleaners Week, March 6 to March 19. The purpose of the week is to bring the latest advances in cleaning methods before the public. The theme of the program will be "What Everyone Should Know About Clothes Care."

The Erie chapter recently elected Kenneth Feibelkorn of Castle Cleaners president. Other officers are Joseph Meier, Anthony Palermo and Jerome Di Paola.

##

Canadian District Elections: The following have been elected to divisional office in the Dry Cleaners and Launderers Institute (Ontario).

Officers of the Ottawa Valley Division are: Eric Ingoe, Royal Cleaners, Pembroke, chairman; Dave Joynt, Joynt's Cleaners, Renfrew, secretary-treasurer. Don Dods, Pontiac Cleaners, Shawville, Que.; C. H. Wallace, Royal Cleaners, Smith Falls; and John McHardy, Cleanrite Cleaners, Perth, are members of the executive committee.

Officers elected in the Huron-Georgian Division are: Cliff Lowery, Goderich French Dry Cleaners, Goderich, chairman; Peter McAuley, Blue Water Cleaners, Goderich, secretary-treasurer.

##

Empire State News: New officers for the Mohawk Valley District of the New York State Launderers and Cleaners Association are: Kenneth Parmelee, president; Irving Seldon, vice-president; Donn Ahern, secretary; Allen Cobb, treasurer.

At a recent meeting in Albany of the Central District, guest speaker was Robert D. Helsby, Deputy Commissioner for Administration of the State Labor Department.

##

Elections in Detroit: New Detroit Dry Cleaners and Laundry Institute officers are: Dave McCarron of Mondry Cleaners, president; Howard Hamilton of Janet Davis Cleaners, vice-president; Paul Russo of Grosse Pointe Valet Cleaners, treasurer. Jack Ellstein remains as executive secretary.

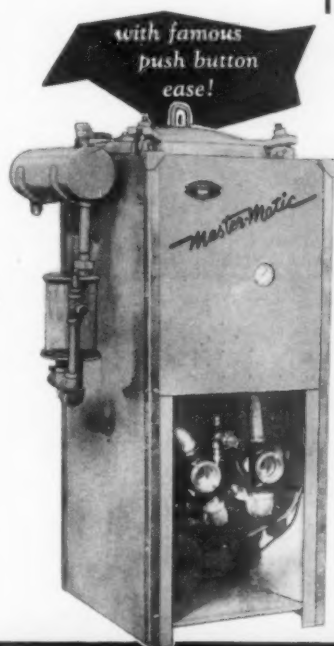
Heads Mississippi Cleaners: Jack Barrett, Gulfport drycleaner and launderer, has been elected president of the Mississippi Laundry and Cleaning Association. He succeeds Jack Gardner of Greenville.

Other officers elected are Raiford Branch, vice-president; Harold Gott-helf, second vice-president; and Lamar Sansing, secretary-treasurer.

NCA Chapters Elect: In the recent election of officers for the Syracuse Chapter, Neighborhood Cleaners Associations (New York), Pat Desimone was chosen president. Others elected were Robert Duffy, vice-president; Charles Schiedel, secretary; Dominick Casale, treasurer; Robert Tarolli, program director, and John Garafale, sergeant-at-arms. *Continued on page 90*

NEW MASTER-MATIC FOR 1960

CLEANS
FILTERS, TUBES
OR SCREENS
IN MINUTES
WITHOUT MUSS



Master Manufacturing Company . . . successor to Master Manufacturing Corporation . . . introduces an all new 1960 MASTER-MATIC, designed to give maximum performance in your "perc" reclaiming and filter cleaning operation. New SCREEN DESIGN gives increased flow . . . longer life . . . better filter cleaning and reclaiming . . . easier handling than ever before!

- TRANSFERS MUCK FROM FILTER
- RECLAIMS ALL "PERC" FROM MUCK
- CLEANS SCREENS, TUBES AND BAGS FROM MOST ALL FILTERS

MASTER
MANUFACTURING CO.
SIOUX CITY, IOWA

SEE YOUR LOCAL DISTRIBUTOR

MAIL COUPON
TODAY FOR COMPLETE
INFORMATION!

MASTER MANUFACTURING CO.
105 Main Street, Sioux City 2, Iowa

Please send complete information on the
1960 MASTER-MATIC and name of near-
est distributor.

Name _____
Address _____
City _____ State _____
Company _____

INTRODUCING *Colmac's*

DUAL-PROFIT UNIT:

combination waterproofing and sizing machine

**the equipment you've been waiting for
to really make money from QUALITY
WATERPROOFING & SIZING!**

Now, in one, easy to operate, simple to understand machine, *your newest employee* can operate a complete sideline production department. Selector buttons choose either waterproof or sizing solution in which garments are saturated for one minute. A flick of the lever for fast drain, a touch of a switch for a minute or so on extraction, and then on to the finishing department. Extractor speed of 650 RPM is perfect for maximum efficiency and quality.

It's foolproof!

Read this list of features:

1. Waterproof or size with same unit.
2. Two individual 18 gallon tanks.
3. No mixing of solutions.
4. Self balancing extractor basket 17" x 11" deep, correct speed, no changing garments from one unit to the other.
5. No bolting to floor, self balancing.
6. No pumps.
7. Just seconds to fill or drain.
8. Sight glasses for each tank.
9. Explosion proof motor with clutch protection.
10. Automatic brake stops basket when lid is raised and turns motor off, absolutely safe.
11. Built To Last a Lifetime.
12. Uses only 30" diameter floor space.
13. Has heater coil for operation in cold cleaning rooms in winter time.
14. Unconditionally guaranteed for one year.
15. No waste of solvent or solution, practically all profit.
16. Can be used with either petroleum or synthetic solvent. Safe to operate anywhere.
17. No complicated valves to remember, anyone can learn how to operate in one minute.
18. Specializes a dry cleaner and qualifies him as an expert when sizing ladies' cotton dresses.
19. White baked glass finish inside and out.
20. Hook up to a 10 lb. air pressure.

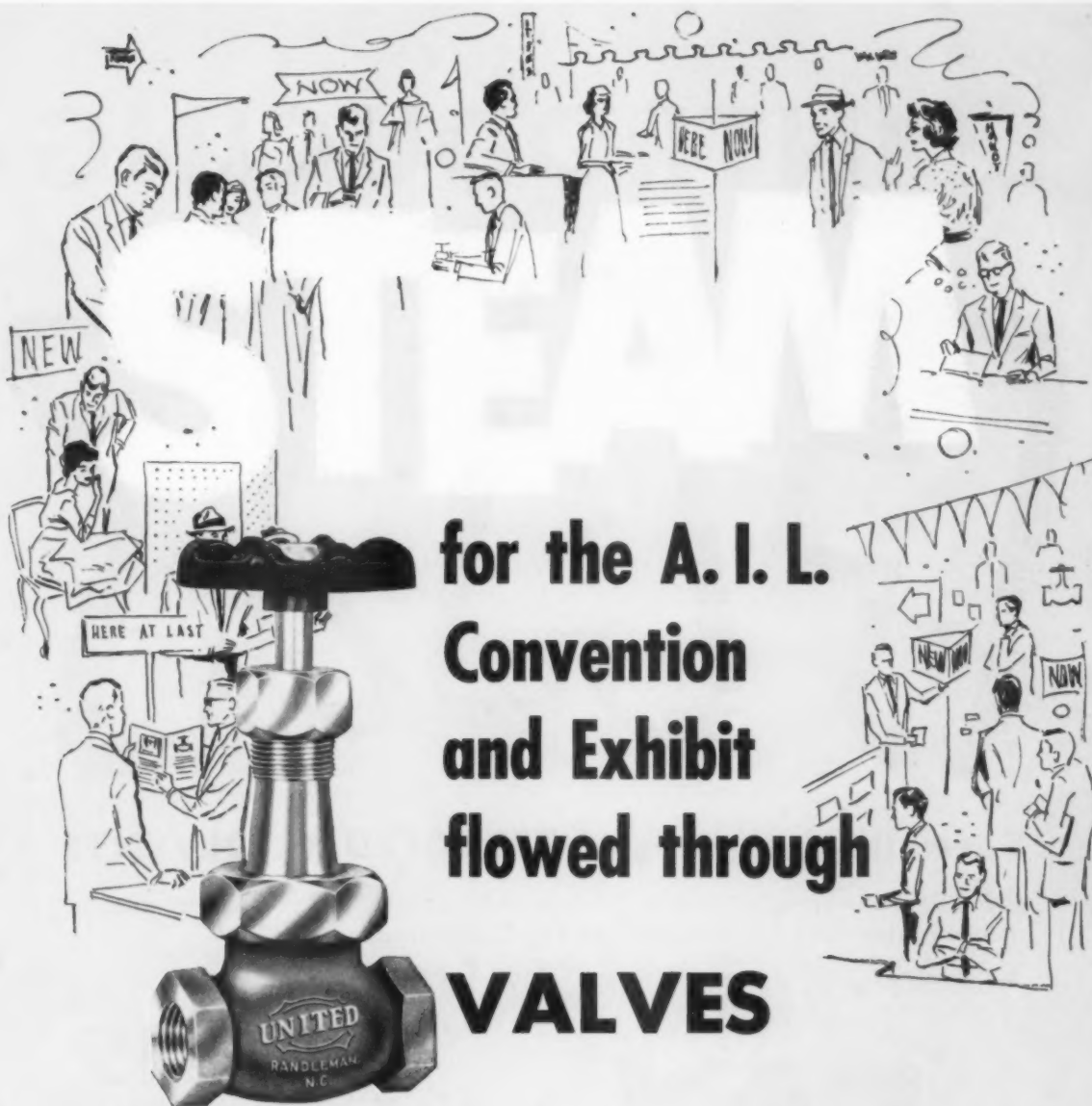


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DETREX

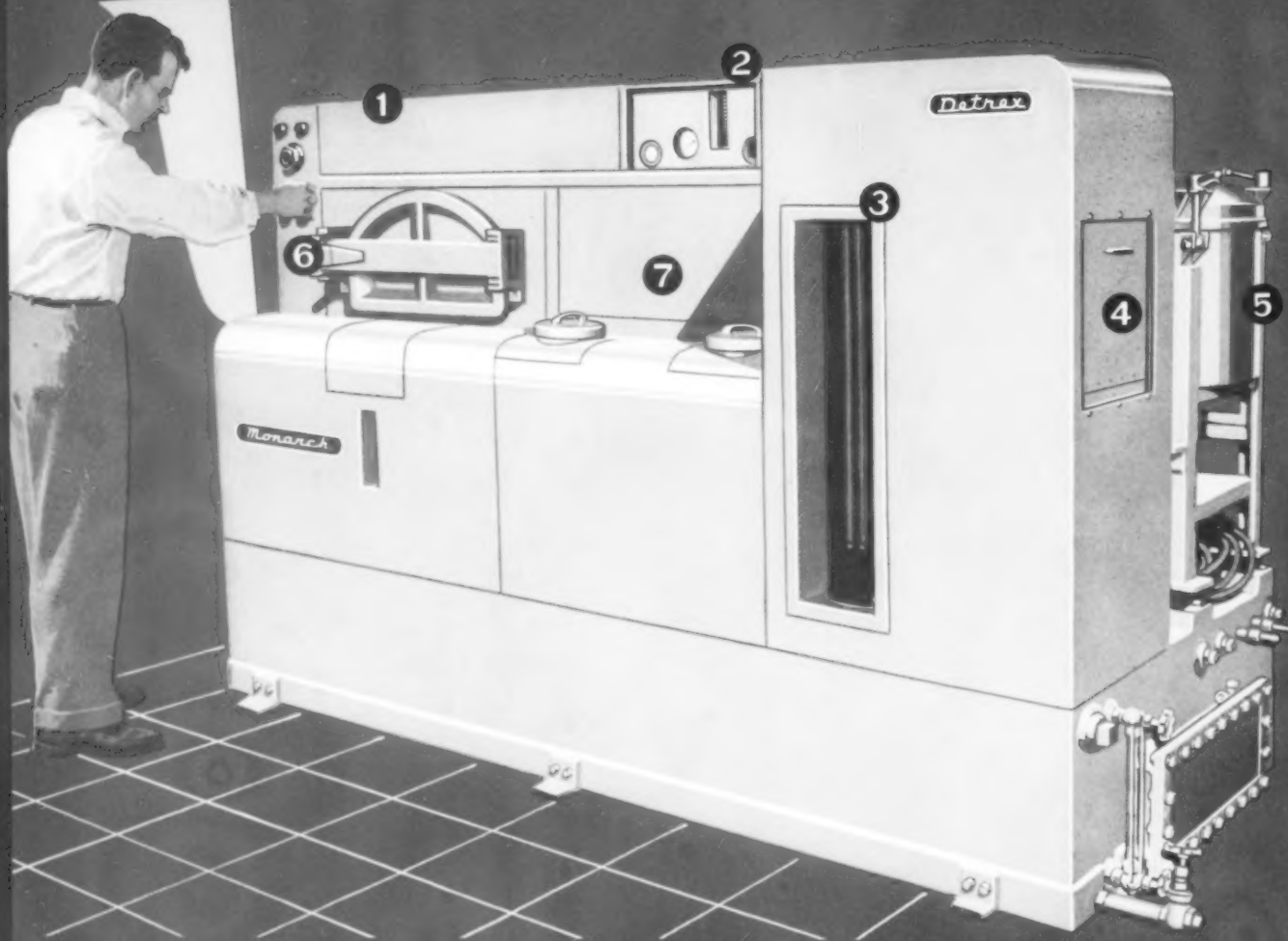
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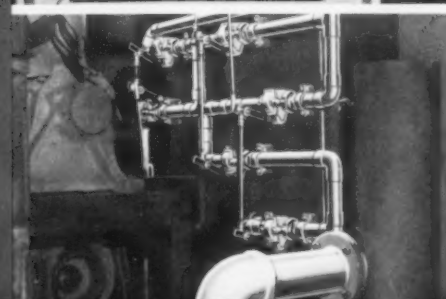
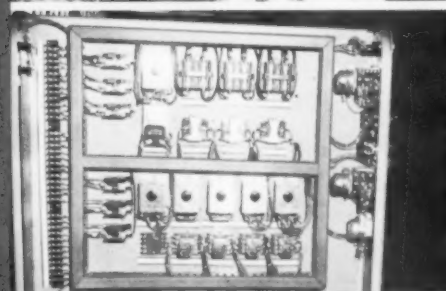
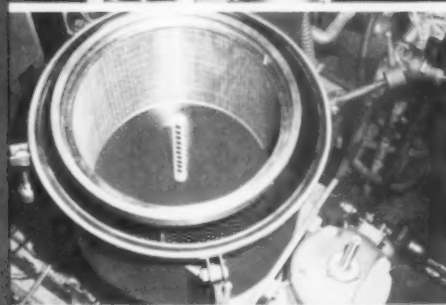
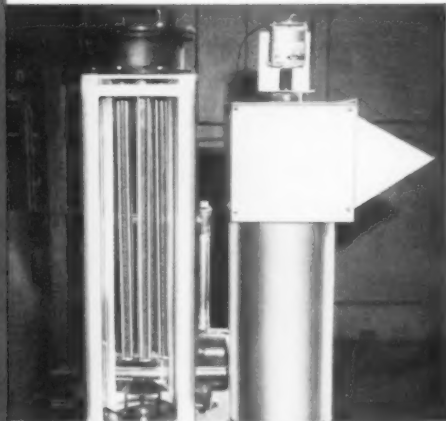
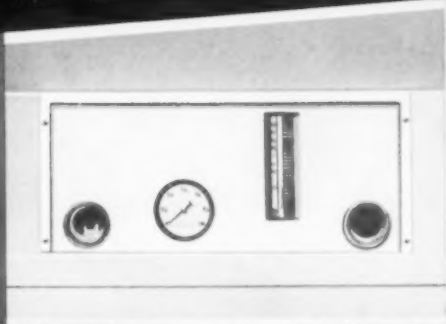
Detrex Machines are always recognized for their advanced design, quality construction, efficient operation and dependable performance. The New Monarch Model 528 and 528-B is another outstanding example of Detrex engineering leadership.

The compact overall design, with built-in filter and extractor, occupies remarkably little floor space. The new placement of cleaning chamber, electrical con-

trol panel, dials and gauges makes operator control effortless. The new filtration system is the most effective ever offered to the Industry.

A long list of automatic features and controls, several of which are illustrated at the right, make the amazing New Monarch the most automated equipment on the market . . . the most advanced 35-lb. capacity machine yet introduced.

Monarch MODEL 528 and 528 B



1 Smooth, Streamlined Appearance

The Detrex Monarch is now more functional and attractive than ever before. The lustrous Hammertone finish is unsurpassed for service-

ability. The smooth, flush top and enclosed filter and piping, provide a streamlined contour requiring a minimum of maintenance.

2 Centralized EZ-VU Controls

The operator of a New Monarch has instantaneous sight control of all operations. Electrical controls have been moved to the left front for easy accessibility. Gauges,

sight glasses and thermometer are clustered in one compact eye-level panel. Filter operation is illuminated and viewed through special super-strength Pyrex glass.

3 Built-In Stedy-Flo Filter

This remarkable new filtration system *automatically* performs every requirement for perfect filtration during each cleaning cycle. Each load begins with perfectly clean filter tubes which are *automatically*

precoated with filter powder. Additional powder is *automatically* fed onto the tubes while garments are being cleaned. Spent powder is *automatically* back-washed to the extractor after every load.

4 Automatic Filter Powder Feeder

This unique device has made the new filtration system even more outstanding. The filter powder hopper holds an average day's re-

quirements of filter powder, which is fed into the filter automatically. A simple control adjusts powder feed to all cleaning conditions.

5 Faster Centrifuge Muck Recovery

Reclamation efficiency of this new unit is 25% greater than cooking systems. Extraction of solvent from spent powder takes only 15 to 20

minutes at the end of the production day. This Centrifuge unit is trouble-free and requires no consumption of either heat or water.

6 Easy-Access Electrical Panel

The New Monarch electrical control panel is mounted vertically on the side of the machine for convenient servicing. Encapsulated Relays eliminate soldered connec-

tions, give positive contact and prevent carbon build-up and pitting. Quality materials, painstaking workmanship and rigid testing are Detrex constant standards.

7 Automated Valve Controls

All normal operating valves on the New Monarch function automatically. Only valves used for maintenance are manual. Other impor-

tant improvements are larger-area, spiral wound solvent cooling coils and copper tubing with sweat fittings used on piping carrying solvent.

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Box 501, Detroit 32, Michigan

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Low Volume Operators.
Single-Bath Model 422.
80 lbs. per hour.



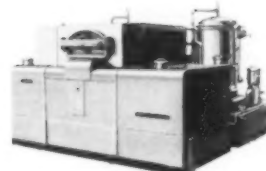
MONARCH

Ideal for operators in
Medium-Low range.
Single-Bath Model 528.
Two-Bath Model 528-B.
140 lbs. per hour.



DIPLOMAT

Meets the Needs of all but
Biggest Operators. Single-
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Highest Capacity in the
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Standard Model 326,
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35-lb. capacity.
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Automatic Model 340-A.
50-lb. capacity.



ECON-O-PERK

Model 900—5-gal. capacity
for smaller sized
operations. Doubles
solvent mileage through
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ity for larger sized
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CONVEYORS

Dialomatic controlled for
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Pennsalt Reassigns Three Representatives



THOMAS J. SHAW



MATTHEW A. McKINNEY



The Laundry and Dry Cleaning Department of Pennsalt Chemicals Corporation, Philadelphia, has made new territorial assignments.

Thomas J. Shaw, formerly with the Philadelphia sales office, has been assigned to new headquarters in Columbus, Ohio. Matthew A. McKinney who was formerly a Pennsalt representative in northern New Jersey will replace Mr. Shaw. G. Robert Sturgis follows Mr. McKinney into northern New Jersey.

G. ROBERT STURGIS

Great Lakes to Belgium

Great Lakes Carbon Corporation is building a plant to produce Dicalite filter aids and mineral fillers for European markets in Ghent, Belgium.

Dicalite Europe Nord, S. A., has been organized in Belgium to handle plant operation and sales. Great Lakes holds a majority interest in this new company through its subsidiary, Great Lakes Carbon International, Ltd. Two Dicalite veterans, Joseph E. Moran and Ernest L. Neu, will direct the new plant operations, Moran as managing director and Mr. Neu as general manager.

Atlas Director Resigns

Leland Lyon has resigned from the board of directors of Atlas Powder Company after 42 years service on the board and a career in the chemical and explosives industry totaling 62 years.

Keyes-Davis Appoints Bonfiglio



GUY F. BONFIGLIO

Guy F. Bonfiglio has joined the staff of The Keyes-Davis Company, Battle Creek, Mich., as a field sales representative. Mr. Bonfiglio comes to Keyes-Davis with a wide background of business selling experience.

Form Jaguar Subsidiary

Leyland Motors (U. S. A.) Inc. has been formed as a subsidiary of Jaguar Cars Inc., to market commercial vehicles manufactured by Leyland Motors Ltd. of Leyland, England.

President of the new company is Johannes Eerdmans, who is also president of Jaguar Cars Inc. Other officers include R. Graham Reid, vice-president of service, and Robert B. Hilton, vice-president of sales.

Leyland Motors Ltd. of England which, along with Albion Motors Ltd. and Scammell Lorries Ltd., comprise the Leyland Group, is said to be the largest single manufacturer of commercial vehicles in the British Commonwealth and the largest exporter of this class of vehicles in the world.

Steamaster Appointments

Steamaster Boiler Company, Los Angeles, has appointed six new factory representatives. They are: Economy Equipment Co., St. Louis; N. Y. Steam Generator Sales Co., Woodside, N. Y.; Robert Schwartz Co., Morton Grove, Ill.; Walter A. Streater, Atlanta, Ga.; Superior Engineering Co., Seattle, Wash., and Neil Scroggins of Dallas, Tex.

Change-Makers Insurable

Standard Change-Makers, Inc., Indianapolis, Ind., has announced that all Standard Change-Makers, new or currently in use, are eligible for low-cost insurance coverage of both the changer and the money content.

Metropolitan Gets Manitowoc Sales Award



Metropolitan Dry Cleaning Machinery, Richmond Hills, N. Y., has been awarded a plaque for first place in sales of Manitowoc Engineering Corp. products during 1959. The second-place plaque went to McKague Chemical Company, 1119A Yonge St., Toronto, Ont., Canada.

Shown at the presentation

are, left to right: Ben Orland, sales manager of Metropolitan; Gene Baum, Manitowoc area sales manager; Robert Gelfand, president of Metropolitan; Dan Beduhn, manager, Drycleaning Products Division, Manitowoc; Jim Levy, Manitowoc area sales director; and Ralph Acheson, equipment sales manager, McKague Chemical Co.

Diamond Announces Several Promotions

Martin F. Wilkerson, branch manager of Diamond Alkali Company's Southwest district sales office, has been promoted to sales manager, Chlorinated Products Division, Cleveland.

He is succeeded in his old position by Robert L. Walker, formerly a salesman for the Southwest district sales office.

Kenneth W. Marty, senior chemist in the planning and

economics section of Diamond Alkali's research department, Painesville, Ohio, has been promoted to the technical service staff of the Chlorinated Products Division, Cleveland.

Mr. Marty joined Diamond in July 1950 as a chemist in the research department. Since then, he has served in various sections including administrative.

Continued on page 91

EDITORIAL

Important Changes



well as editor, of that publication. He also assumes the duties of general manager for our sister publications, *The Laundry Journal* and *National Rug Cleaner*.

He succeeds John J. Martin (right), who has been promoted to assistant publisher of the Yorke Publishing Company, recently acquired subsidiary of the Donnelley Corporation.

The man on the left, Richard M. Copeland, is familiar to many of you as our Midwestern advertising manager. Dick also moves up the ranks to take on the duties of general advertising manager. He has left Chicago to work in our main offices in New York City. He will be succeeded in Chicago by Kenneth R. Harris, promoted to Midwestern advertising manager.

While all these changes mean a step up for these men, they have special significance to you and to all our advertisers.

The men who are assuming new levels of responsibility are perfectly qualified. In fact, they have been groomed for these jobs over the past several years.

Art Schuelke has spent nearly 20 years in the textile maintenance industries. He has had broad experience in both plant and sales management, and nearly five years in the publishing business to qualify for that part of his new position.

The same applies to Dick Copeland and Ken Harris. All three men have worked closely with Jack Martin and top management of our publications for the past several months to insure an orderly transition. They are thoroughly trained in the publication policies and business methods of the Donnelley Corporation which have proven so sound through the years.

In addition, they have plans to make our publications even more valuable to you in the future. These men will bring you the kind of reader service and know-how that will continue the leadership role of these magazines.

I know you join me in wishing our new management team all of the very best on their new assignments.

You will be interested to learn of some management shifts within our organization. The chap in the center of the picture, Art Schuelke, has been promoted from editor of *THE NATIONAL CLEANER* to general manager, as

Edward B. Wintersteen, Executive Manager

Arthur F. Schuelke, Editor and General Manager

Lou Bellew, West Coast Editor

Gerald Whitman, Associate Editor

Harry Yeates, Associate Editor

Galina Terr, Managing Editor

Rollin Nelson, Presentation Editor

Joseph C. McCabe, Engineering Editor

Louise Mazza, Editorial Assistant

Thomas J. Hanly, Business Manager

Frank L. Mack, Circulation Manager

Catherine A. Carroll, Production Manager

Richard M. Copeland, General Advertising Manager

Edward W. Korbel, Advertising Director

Kenneth R. Harris, Midwestern Advertising Manager

Hugh Hollyday, Los Angeles, Representative

Dave Zander, Los Angeles, Representative

William Smith, San Francisco, Representative

VOLUME 51, NO 3.

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West Coast Editorial Office, 4743 Collis Avenue, Los Angeles 32, California. Telephone: CLinton 7-4410.

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Cut costs — boost production and profit



BISHOP SHIRTRANSPORTS

Cut handling $\frac{1}{2}$; fold up to save space. All steel. In 2 sizes: B29-50 (for 50 shirts); B29-100 (100 shirts).

BISHOP Lifetime STAINLESS STEEL TRUCK TUB



Made of stainless steel. No rust, corrosion. In 2 sizes: B2-5 (1-2) 22" x 34" x 25" deep; B2-13 (1-3) 26" x 36" x 25" deep



**BISHOP
Leak-Proof
Flexible Hose**
Bronze . . . Trouble free.
No packing . . . No leaky joints. Available in sizes to fit all makes and models of laundry and drycleaning presses.



LIQUID SOAP MAKER

Saves time and supplies. Galv. steel in 3 sizes: (30-gal.) B6-1, (60-gal.) B6-2, (100-gal.) B6-3.

BISHOP PUF-FINISHERS

Heads tilt over board; no reaching. B5-18X (shown): #3, #22, #52 heads, spray iron, spray gun.



BISHOP MOBILMARK

3-in-1 unit of storage bin, hopper and marking table. Just load (at truck), roll (to open area in plant), and mark. Made in 2 sizes: B2-133D (120#) B2-131D (200#)

Sort at the Folder . . .

**SAVE \$1,000
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MultiTier Sectional Sorter - Transporter

Start with what you need now . . . ADD bins five-at-a-time as your needs increase.

10-Bin, 15-Bin, 20-Bin Units

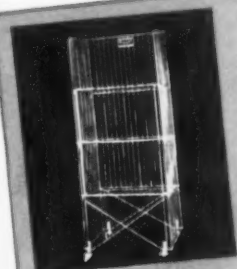
Fabric-Safe® DOUBLEPLATE®



SIZES TO FIT ALL MODELS
OF CLEANERS PRESSES

**BOOSTS PRODUCTION . . .
INCREASES QUALITY**

**NO steam marks, moire
or heat-damage...
NO glazed seams**



BISHOP 3-SHELF TRANSPORTER B29-11W

Shelves 26" wide, 18" deep, 15" apart, entire unit is collapsible.



REVOLVING SORTER

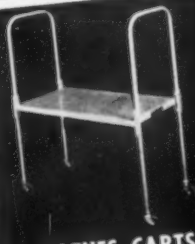
Model B26-10.

50 bins in arm's reach to sort twice as fast in half space. Turns at flick of finger; holds 500 shirts. Won't tip.



STARCH COOKERS

All copper, double-walled permanently insulated. In 3 sizes: (15-gal.) B3-2, (25-gal.) B3-5, (50-gal.) B3-11.



CLOTHES CARTS

Cut handling from tumblers to spotters to finishers; save space, reduce fatigue. Each cart holds up to 150 lbs. No. B2-100



Rollo- Ball TEAR-PRUF BAGGING ROD

WITH STAND
SAFE FOR PLASTIC
IDEAL FOR PAPER

MODEL NO. B30-98A

SPRAY GUNS

SUPER SPRAY MODEL B70-5555



MODEL F Squeeze-Type Gun



MODEL S Pistol-Type Gun

BishopMatic™ thumb-controlled solenoid-operated STEAM-ELECTRIC IRON

Complete as shown, including cord, steam hose, solenoid, valve, pilot light, separator, cord arm, mounting bracket, ready to install on board . . .



No. B63-53 (3-lb. iron)
No. B63-56 (6-lb. iron)

SHOULDER & SLEEVE PUFFER



MODEL B5-1115

The patented and perforated head of this puffer unit is ideally shaped and shaped for a wide variety of finishing applications . . . pays its cost quickly out of savings in time and effort. Delivers at each press to increase production and quality while reducing finishing time.

BISHOP FREEMAN CO.
MANUFACTURERS
EVANSTON, ILL., U.S.A.





This Swedish Plant

Records are real management tools at American Press. Gösta Mattsson (left) in charge of production, and Eskil Jacobsson, president, in charge of sales, study weekly production figures



Incoming work is hoisted to third floor of plant where processing begins



Conveyor on ceiling brings bags into plant. Bins on left hold work for cleaning. Marking hopper is used for plant call office work. Prespotting equipment is in right foreground

Modern equipment, incentives and records are major factors

BACK IN 1950 the American Press was just an idea in the minds of two enterprising young Swedish businessmen. Today the cleaning firm known as American Press is one of the leading plants in Sweden. How this came about should provide a blueprint for success for aspiring drycleaners in any country.

For some time Gösta Mattsson designed drycleaning machinery and sold it throughout Europe. During his travels and plant visits he formed some definite ideas about plant operations, quality and service as well as merchandising. He knew just how he would run a plant should he obtain one.

In 1951 he and Eskil Jacobsson, president of the firm, decided to open

a business in the city of Hälsingborg, in the southern state of Skone, Sweden. It has a population of 72,000 and the principal industry is mining. However, at that time the mines were operating on a reduced scale and the labor market was good for the new plantowners' needs.

Growth fast and fabulous

They launched their enterprise with just a handful of employees, including themselves. Today the firm is one of the largest in Sweden. During peak weeks volume runs well into five figures. The payroll includes 95 people. The plant works on two eight-hour shifts throughout the week.

American Press has 12 company-

owned call offices, three full-time routes and 15 spare-time routes. The latter are operated by salesmen who drive their own cars and pick up work from customers between five and nine in the evenings. The firm collects work from several towns within the state of Skone. The farthest point serviced is 56 miles from the main plant.

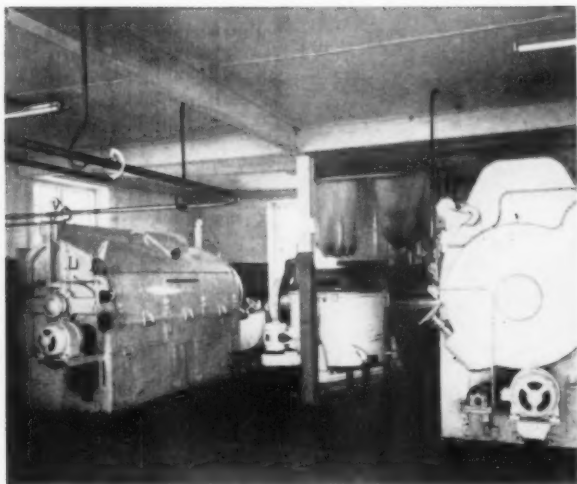
The plant has since been moved to a suburb, nearby Hälsingborg. The firm quickly outgrew its small quarters in the city proper.

This tremendous growth in less than 10 years is no accident. First of all, the two men agreed that they would utilize the latest equipment and methods to turn out a top-quality job. (How this was accomplished follows later.)

Shows

Phenomenal Growth

By ART SCHUELKE



Cleaning wheel on second floor is fed by canvas chutes from the third floor where work is prepared and weighed. Modern controls are used on all equipment in this department



Employees on right hang all tumbled work on wooden hangers, then place it on conveyor racks. Inspector at left records each piece for pass-ups, spotting, etc. Slickrail behind him feeds work to main-floor finishing department

Just as many Stateside cleaners chose the name "French Cleaners" to denote a high type of service in the customers' minds, so this firm took the name "American Press." Incidentally, most of their finishing equipment is of United States manufacture. The two partners felt that the name would impart the impression of American efficiency and quick service. Right from the start they offered three-day service, which was a radical innovation in their market. And, of course, they merchandised their services. The combination of top-quality work, excellent service and advertising proved to be a winner.

When the firm outgrew its original facilities it took over a former schoolhouse. This is a three-story building with a cellar. A multistory operation isn't always the best arrangement, but thanks to the engineering ability of Gösta Mattsson, excellent workflow has been accomplished.

The work from the outlets is brought in large canvas sacks by the vans. The canvas bags are hoisted to

the third floor of the building, on the outside of the structure. A steel beam protrudes from an opening on the third floor. As the work is hoisted to that level, the beam serves as a rail to bring the work into the building. The bags are then removed and placed in various bins depending upon the day of the week the work is due back to the customers.

Stores do classifying

Each outlet does its own marking and classifying. The work is divided by the stores into four separate bags. One is for heavy wools, one for silks, another for rainwear, and the fourth is for specialties. All pre-examination and prespotting take place on the third floor of the main plant after the work is received.

Each silk garment is prespotted with an emulsion for underarm perspiration by means of an air-operated and foot-operated spray gun. The collars and sleeves of all rainwear are prebrushed to loosen ground-in soil.

The loads are also weighed on this floor.

From this point on, the work feeds through the plant by gravity. The cleaning is done on the second floor, as is the tumbling. The soiled garments pass down to this department by canvas chutes. The washer has a capacity of 300 pounds, divided into two 150-pound compartments. The extractor takes 150 pounds at a time.

There is a filter of 10,000 g.p.h. with two parallel-connected positive displacement pumps that provide a change of solvent once a minute. The cleaning cycle of 25 minutes gives 25 changes of solvent in the wheel. The filter, pumps and tanks are all located in the cellar of the plant so that the cleaning room on the second floor can be kept clean more easily. There is one tank located on the third floor so that the solvent level in the wheel can be brought up quickly since this tank feeds the wheel by gravity.

All equipment in this department operates by time-relays. The tumblers have temperature controls. The plant

Systems and records are management tools . . .

uses a charged system with the most modern moisture controls. There is a flowmeter on the solvent line to ascertain that proper flow is taking place.

After tumbling, all work is hung on wooden hangers which are placed on transporter trolleys rolling on swiveling roller bearings. The hanging is done by unskilled workers who also sort the garments, so that like kinds of clothing come to the inspector. The latter looks over all work and divides the work as to pass-ups, those that need spotting, water-repelling, etc. This employee keeps complete records.

Over the past two years pass-ups have averaged 82 percent. The balance breaks down as follows: 5 percent is spotted for paint, lipstick, etc.; 3 percent goes directly to wetcleaning, and 10 percent goes back to pre-spotting for brushing and recleaning.

Of the recleans, 60 percent become pass-ups and the rest are divided between spotting and wetcleaning. The inspector here sorts, checks and keeps the records, and averages 200 pieces per hour.

Even spotting systematized

Work to be spotted is fed to that department by a slickrail. Here inexperienced girls do the spotting. Each is provided with seven safe or semi-

safe chemicals which they use in a prescribed sequence. The spotted work continues on trolleys and passes through a drying room and is again checked by an inspector before finishing. This operator keeps a record of spots not removed, writes notes asking for permission to wetclean risky garments or explains why certain stains cannot be removed. The spotting record is analyzed each week to determine the department's efficiency.

If it appears that different spotting techniques or chemicals are needed, these changes are made. Since this department, like every part of this plant, is on a piecework incentive system, every effort is made to keep it going smoothly.

After spotting the work proceeds to the main floor of the building on trolley conveyors that glide on slickrails. At the bottom of the inclined rail a girl is stationed to divide the work for the various finishing stations. Jackets, overcoats, rainwear and the simpler dresses are preconditioned by this girl who operates two steam-air finishers. She averages 80 pieces per hour, as well as sorting the work.

The finishing room is divided in half. One side takes care of silks; the other wools. Silk finishing equipment includes puff irons, steam irons and three air-operated offset presses, plus a couple of foot-operated presses. The

wool department has all air-driven presses.

Each wool presser is equipped with a utility press and topper. Trousers are finished on toppers and leggers. To quote Mr. Mattsson, "To state production figures is not much use without comparing quality standards. Our production figures are well above American normal productions as stated by the National Institute of Drycleaning in their Practical Wage Incentive Procedure." The firm, incidentally, is a member of the NID, another indication of its progressiveness.

As the work is finished, it is hung on plastic-coated wire hangers and put on another trolley conveyor on the opposite side of the finishing station from where it was picked up by the operator for pressing. At the back end of the room final inspection is done.

Incentives for inspector

Even the inspector here is on piecework incentive. The earnings of the final inspector are linked to the number of do-overs returned to the plant. The firm has set a standard of 0.75 percent returns as a normal figure.

Each garment returned by the call offices carries a report telling the reason for the return, giving consent for wetcleaning if it had been asked for.

Continued on page 46

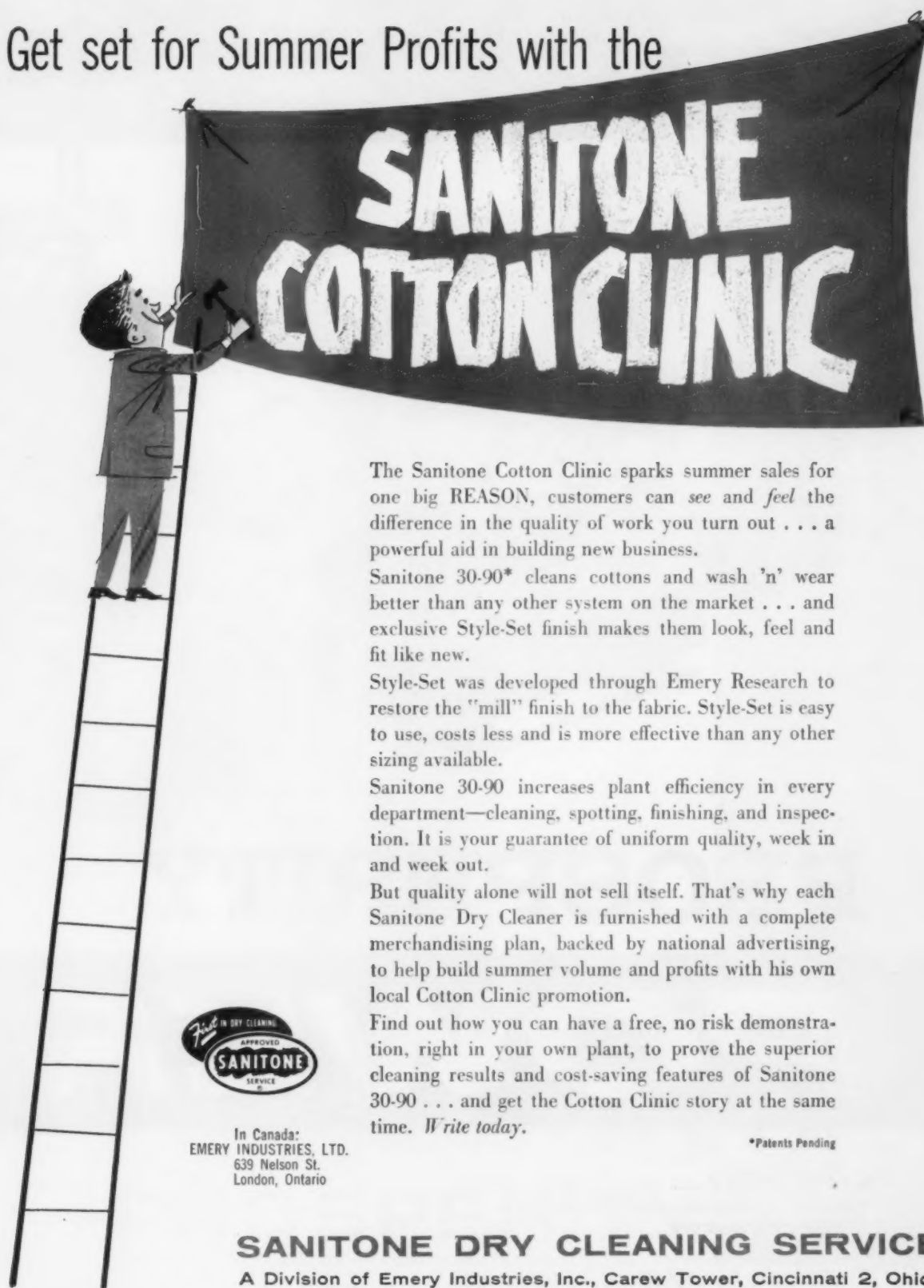


Spotters on second floor treat garments, then place them on conveyor rack which travels through a continuous drying room



Small washer-extractor is used for reruns, and special service items. These tumblers, ones in main cleaning room have temperature controls

Get set for Summer Profits with the



The Sanitone Cotton Clinic sparks summer sales for one big REASON, customers can *see* and *feel* the difference in the quality of work you turn out . . . a powerful aid in building new business.

Sanitone 30-90* cleans cottons and wash 'n' wear better than any other system on the market . . . and exclusive Style-Set finish makes them look, feel and fit like new.

Style-Set was developed through Emery Research to restore the "mill" finish to the fabric. Style-Set is easy to use, costs less and is more effective than any other sizing available.

Sanitone 30-90 increases plant efficiency in every department—cleaning, spotting, finishing, and inspection. It is your guarantee of uniform quality, week in and week out.

But quality alone will not sell itself. That's why each Sanitone Dry Cleaner is furnished with a complete merchandising plan, backed by national advertising, to help build summer volume and profits with his own local Cotton Clinic promotion.

Find out how you can have a free, no risk demonstration, right in your own plant, to prove the superior cleaning results and cost-saving features of Sanitone 30-90 . . . and get the Cotton Clinic story at the same time. *Write today.*

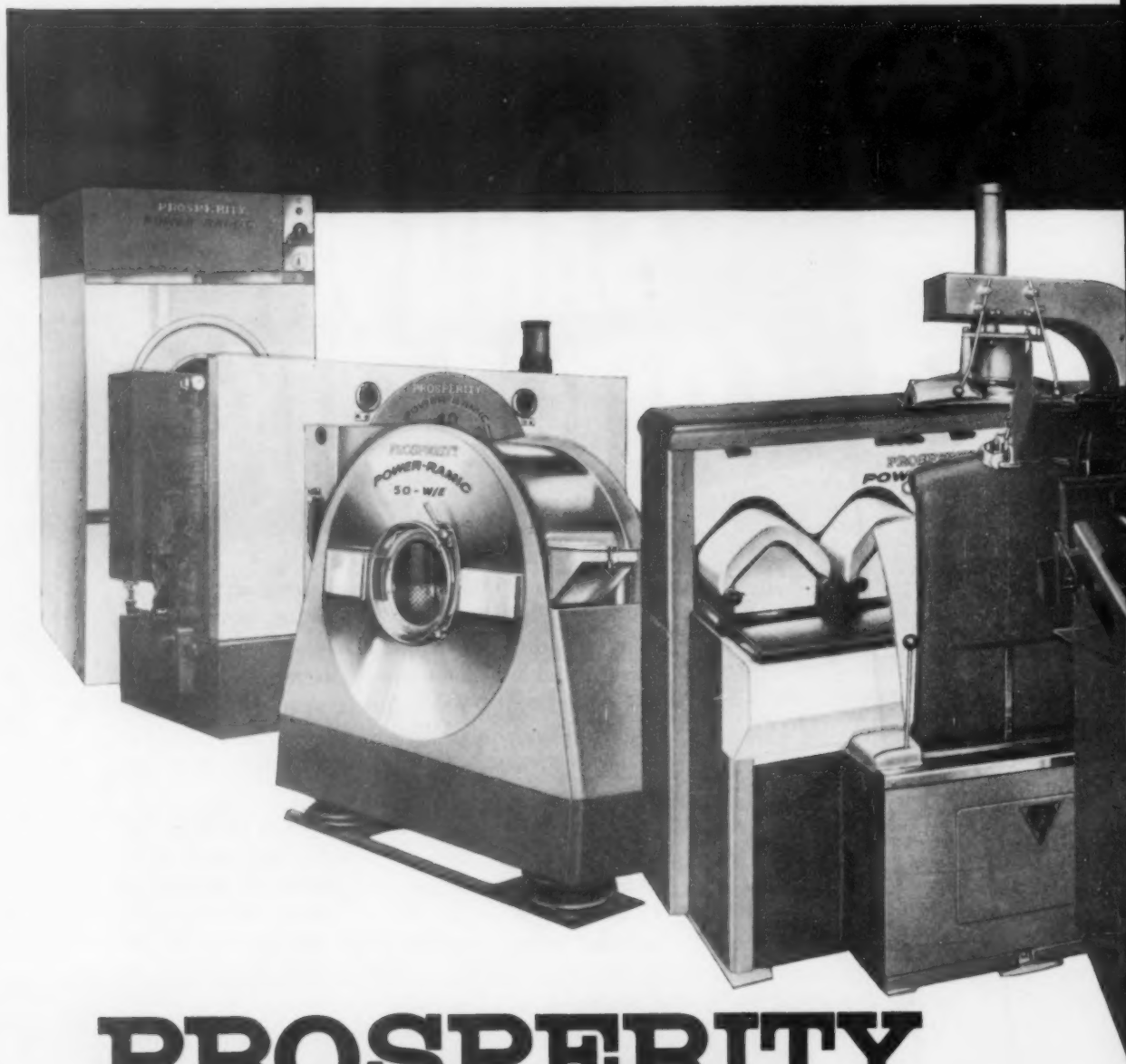
*Patents Pending



In Canada:
EMERY INDUSTRIES, LTD.
639 Nelson St.
London, Ontario

SANITONE DRY CLEANING SERVICE

A Division of Emery Industries, Inc., Carew Tower, Cincinnati 2, Ohio

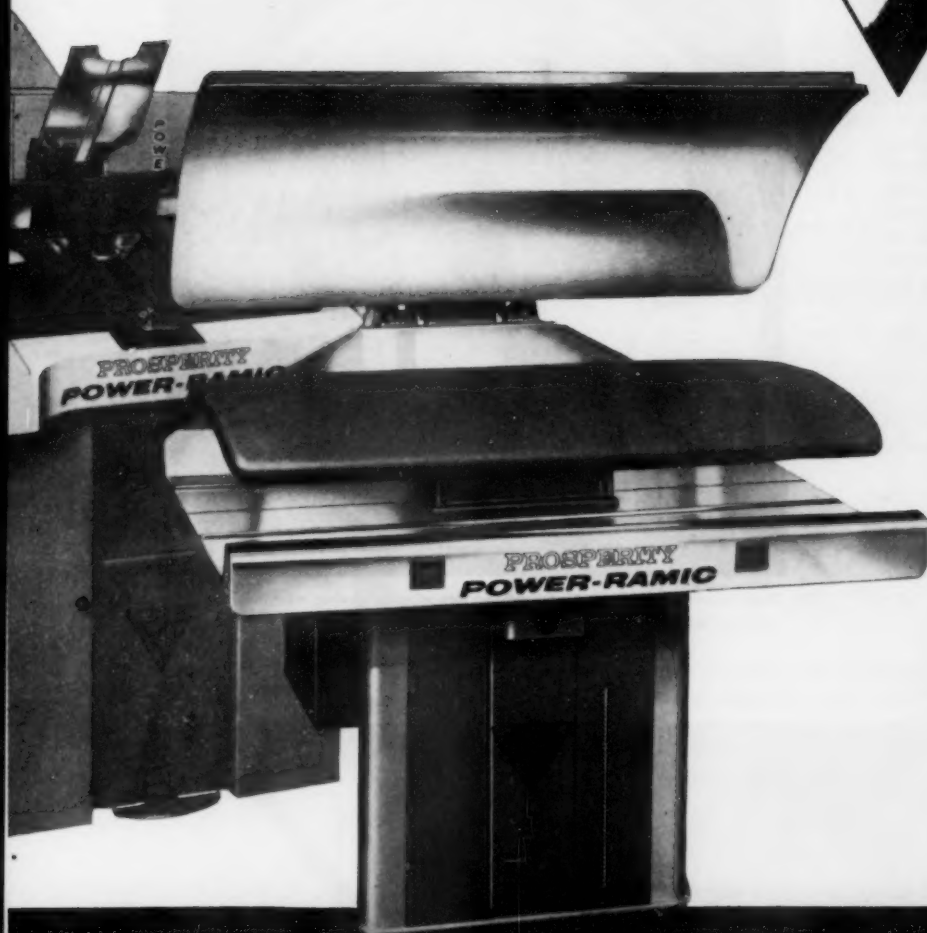


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The **PROSPERITY**

DIVISION OF WARD INDUSTRIES CORPORATION

FACTORY AND GENERAL OFFICES, SYRACUSE, N.Y. — SALES AND SERVICE BRANCHES IN ALL PRINCIPAL CITIES

MARCH, 1960

45

Continued from page 42

Each call office is tallied separately. If one has a higher than average number of returns it might be because the store girl is expecting a higher quality of work than the plant produces. The reports also reveal if any certain department within the plant is becoming lax. If so, the changes can be made before the problem is a major one; one that could materially affect volume.

If the returns exceed 0.75 to 1.0 percent, the final inspector gets a 10 percent deduction in her piecerate earnings. If the returns are less, the inspector gets a corresponding increase in her earnings.

Few plants exercise the controls over each operation that American Press does. A dial recorder shows the working time and stop time of each sewing machine. A similar device is used on the vans to show the speeds at which they operate. The plant has set a speed limit of 50 m.p.h.

Then there is the report of the first inspector who looks at the tumbled work. It indicates pass-ups, recleans and wetcleans, and other data. It is used for calculating the piecework of the marker, cleaner, inspector, spotter, steam finisher and final inspector. It also provides detailed statistics on the number of garments of each type being processed.

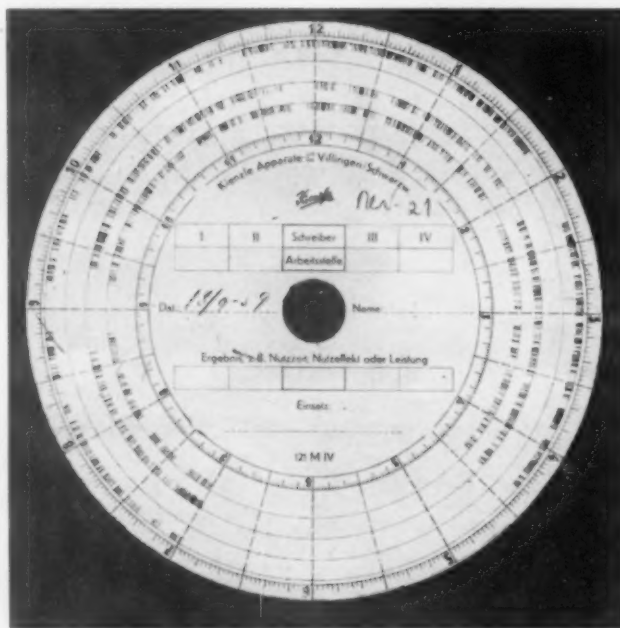
All this paperwork may seem need-

less to plantowners who are not statistically inclined. But it is responsible for the high quality and efficiency that prevail at American Press. Here is what Mr. Mattsson says about it:

"It may seem like much paperwork, but once it becomes routine and the functions of the reports are well understood, it gives you a definite grip

over what you are doing. The report gives each problem the correct dimension and enables you to calculate which investments are justified to remedy certain problems."

The success of this firm indicates that the policy pays off . . . for management, the employees and the customers. # #



Dial recorder shows working time and downtime of sewing machines. Similar recorder is used on route vans to show speeds at which vehicles are operated

Slackrail in center feeds work to silk units on left and wool department on right. Finished work travels on conveyor at outside of each department. Inspection is done at far end of the room



Q

Should A.I.L. and N.I.D. members support the firms which support the Institutes and their activities?

A

Sounds reasonable.

Q

How many petroleum drycleaning solvents manufacturers exhibited at the A.I.L. Convention February 24-28* and are regular exhibitors at N.I.D. Shows?

A

One—ANDERSON-PRICHARD—industry pioneer and producer of six quality-famous, N.I.D.-approved drycleaning solvents including the exclusive, patented DEODORIZED APCO 125 and DEODORIZED APCO 140.

Q

What is demonstrated by APCO's full participation in the A.I.L. Show?

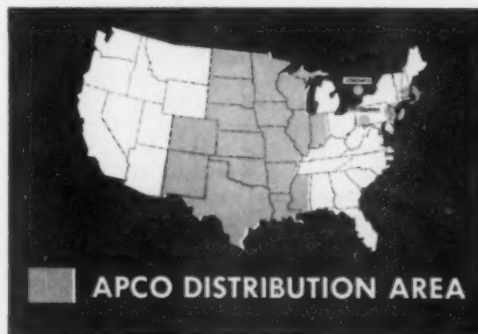
A

That APCO is vitally interested in supporting both A.I.L. and N.I.D.—and in helping individual drycleaners "SERVE AND SELL LIKE '60".

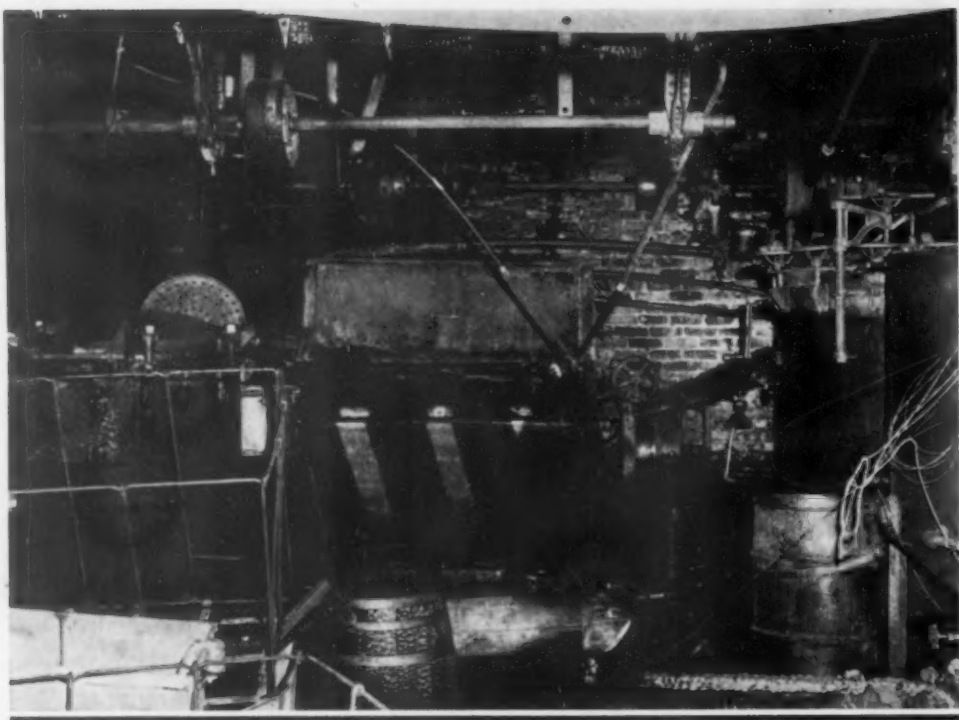
*According to information at publication press time.



MEMBER A. I. L. AND N. I. D.



ANDERSON-PRICHARD OIL CORPORATION • OKLAHOMA CITY, OKLAHOMA



This loss was caused by explosion of a solvent drum in the cleaning room. It could have been averted, and the cleaner would have had lower insurance rates had the solvent been in a safety-approved can. Better housekeeping would have cut his costs, too

You Can Save Money on Bailees' Insurance

If you haven't reviewed your insurance program lately, do it now

THERE ARE TWO WAYS you can reduce the cost of your bailees' customer insurance. One is to reduce the amount of your protection and take a chance that you won't ever have a loss. Of course, this kind of gamble could also put you out of business in the event of a major catastrophe. (See NATIONAL CLEANER & DYER, August 1959.)

The more sensible way is to make sure that your plant takes advantage of every practical safeguard so your premiums are at a minimum while you still enjoy maximum protection. Let's pursue the possibilities of cutting costs by this second, more practical method.

First of all, how long since you have

By ART SCHUELKE

had your insurance program reviewed? What changes have you made in your plant setup or equipment since you thought about a reevaluation of your bailees' customer insurance premium costs?

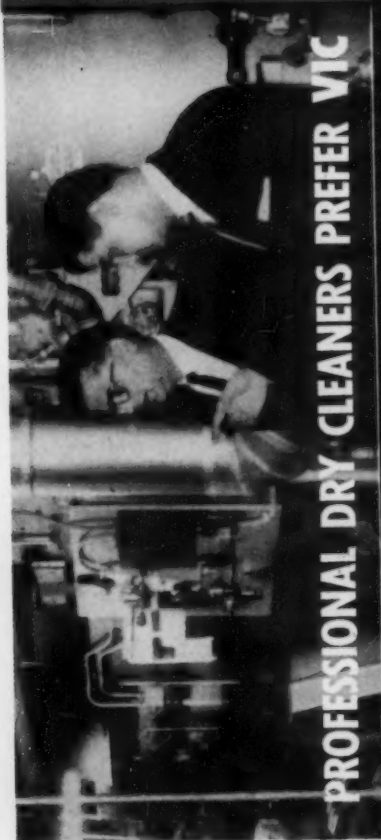
The basic thought to keep in mind is that your *fire insurance rate* is the base upon which your *bailee rate* is set. For example, the installation of a sprinkler system and an acceptable alarm service where none existed before can conservatively cut your fire insurance rate by at least 50 percent. At the same time your savings on bailee will probably reduce your

bailee premium another 30 to 40 percent.

An actual case that took place in Hartford, Connecticut, will give you an idea of what can happen. A large cleaning plant installed a sprinkler system throughout and cut its fire insurance alone by 85 percent. Not counting a commensurate cut in bailee premiums, this firm was able to pay for the installation within four years on fire rate costs alone.

If you have changed from a petroleum cleaning room to perc since your last contact with your agent, you are in line for another cut of at least 15 percent in fire rate premiums, plus

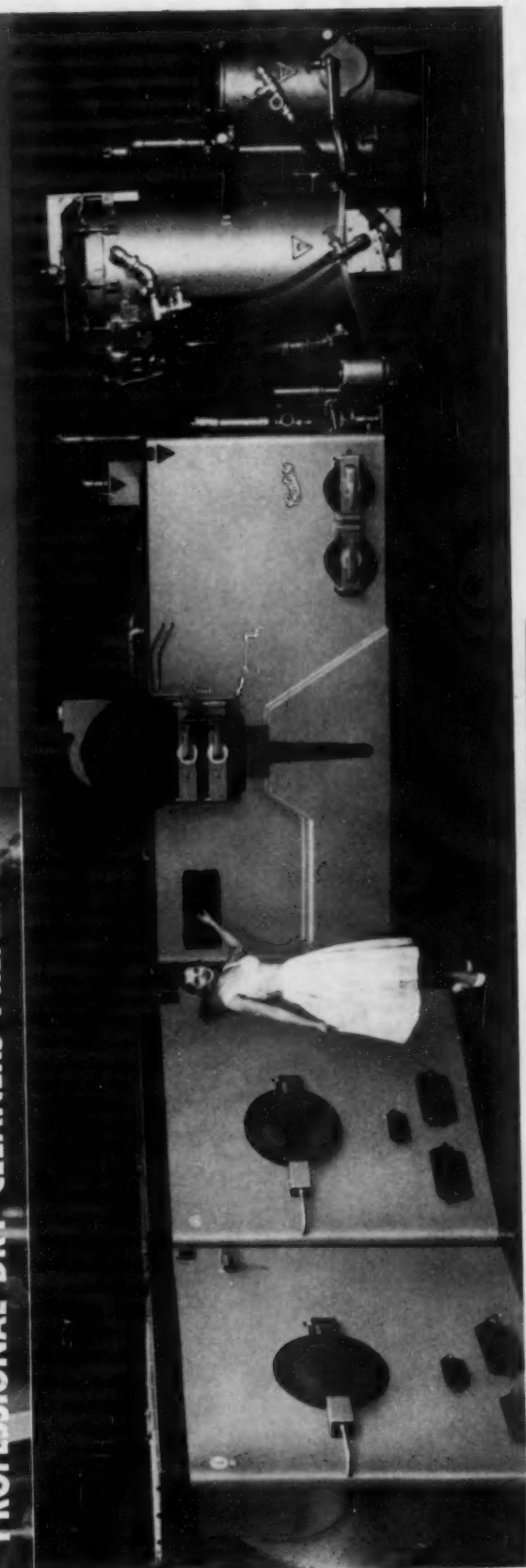
Continued on page 52



PROFESSIONAL DRY CLEANERS PREFER VIC

the VIC CENTURY

the only really complete synthetic dry cleaning system in the world today!



That's right . . . only the Vic Century offers you a completely matched and integrated dry cleaning system for top speed, economy, and cleaning efficiency. Every component in this magnificent new Century from its huge 5000 gal. filter, high performance Solvent Saver, and automatic muck transfer system, right down to the smallest unit—is designed and built *specifically* to fit into this superb dry cleaning plant. Available in single or two-bath systems, every unit is fully automatic and precision-built for long and dependable service. Remember, only a dry cleaning system which has been built entirely by ONE manufacturer and matched throughout can give you best performance and highest quality cleaning . . . and the new Vic Century is the only *really* complete dry cleaning system in the world today!

WRITE TODAY — Dept. NM-162

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in the business..."**

says Lester A. Slattery,
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Dry Cleaning Company.
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DRI-SHEEN
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Takes!

QUALITY-INTegrity

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DEPENDABILITY

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TRIPLE X DRI-SHEEN

ADCO SIZE

QUALITY-INTegrity

ADCO

DEPENDABILITY

STA-DRI



"Adco's Miracle Method of Cleaning helps me offer better cleaning, which is the best way to build a bigger, more profitable business!"

TRIPLE X DRI-SHEEN means

**NO
RINSING**

**NO
DISTILLATION**

**NO
DETERGENT
LOSS**

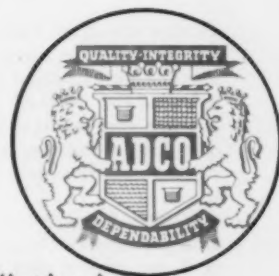
***The quality of your cleaning is greatly improved.
Your costs are cut 30% or more!***

From Adco's laboratories comes the Miracle Method of Cleaning . . . the result of more than 50 years' research and experience. This perfect combination of water white charge soaps backed by Adco's "Klean", triple strength Super Activated Carbon, guarantees you maximum efficiency of plant operation . . . maximum quality cleaning. Faster and more economically! ONLY ADCO PRODUCTS will produce these results.

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• ***Adco's Miracle Method works perfectly in all conductivity and humidity controls . . .***

- Keeps solvent sweet and pure at all times
- Enables you to use Adco Size in the wheel
- Cuts finishing time 15%



The Originators of "No-Rinse Cleaning" . . . without distillation!

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Insurance Check List

	Yes	No
1. Do you have an adequate number of suitable fire extinguishers for a plant of your size?	_____	_____
2. Are "No Smoking" signs posted throughout your plant?	_____	_____
3. Is all your electric wiring in conduit, BX cable or flexible loom?	_____	_____
4. In areas where Stoddard solvent vapors can accumulate, is all electrical equipment within 8 feet of the floor enclosed or of a type approved for hazardous locations?	_____	_____
5. Are all highly flammable solvents used on spotting boards kept in approved safety cans?	_____	_____
6. If you use Stoddard or 140° F. solvent, are your drying tumblers vented to the outside of the building and provided with explosion doors?	_____	_____
7. Are all traps and exhaust pipes in drying tumblers kept clean?	_____	_____
8. Are washers, tumblers and extractors properly grounded?	_____	_____
9. Are the boiler room and cleaning room physically separated from other areas by fire walls?	_____	_____
10. Are all oily rags and waste discarded in covered metal containers?	_____	_____
11. Is your plant equipped with a burglar alarm?	_____	_____
12. Is your front door provided with a deadlock?	_____	_____
13. Are side or rear doors provided with deadlocks or securely bolted from the inside?	_____	_____
14. Are side and rear windows on first floor protected by iron bars or grills?	_____	_____

Continued from page 48

another saving on bailee costs. And it behooves you to make your plant as fire- and burglar-proof as possible. Not only do you save on premiums, but any loss that might occur is bound to cost you in customer goodwill, interruption of business, and needless worry.

If you haven't checked into this vital problem for the past year or two, or if you plan a new venture, by all means have your insurance agent give you an analysis of your own fire rate. If he can't provide this service, the

field representative of the insurance company will do this for him.

Insurance firms all govern their insurance rates on the code set up by the National Board of Fire Underwriters. The one pertaining specifically to drycleaning is known as bulletin NBFU-32. Copies of this are free for the asking if you write to the National Board of Fire Underwriters. They have offices at 85 John St., New York 38, N. Y.; 222 West Adams St., Chicago 6, Ill.; and 465 California St., San Francisco 4, Calif.

The bulletin will serve as a guide to you and your agent. But a word of

caution. Be sure to check local regulations. Regional fire rating bureaus or labor departments may have modifications or additions to the national code. Insurance companies may stipulate that bars or screening are required on all windows in the plant. In the state of New York, however, the labor department states that these cannot be permanent bars or even locked while a plant is open for business. It may prevent the escape of employees in the event of a fire or explosion while they are on duty. It gets back to the importance of having your analysis or review done by the agent with whom you deal, or a fieldman from the company for which he sells.

Check fire protection

Remember, the insurance companies base their bailee rates on the fire insurance rate that applies to your property. At least one firm requires favorable answers to some 51 questions before it will evaluate bailee rates for a prospective cleaner. And most of the questions tie in with points about fire protection. They range from your proximity to hazardous locations, the construction of the building you're in, whether you have sprinklers, equipment maintenance, etc.

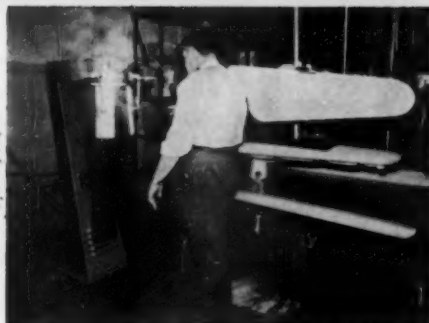
Even if your fire rate recognizes superior construction and other favorable factors, you should also check to see if you are being burdened with certain "monetary aftercharges," beyond the normal rate. This can be because of "exceptions" that exist in your plant, things that add to the hazards.

Some of these are beyond your con-



Such signs posted in each department help reduce bailees' customer insurance

AUTOMATION...



Here, in the fastest trouser unit in the world, an operator remotely controls the P & H TOPPER-Matic's 30-second topping cycle. The Ajax Utility Logger to his right will expertly finish every pant and cuff at one lay.



The Adjusta-Form Model A-3 "Fashioner" Steam-Air Finisher easily and quickly handles everything from the smallest child's jacket to the largest adult overcoat. Here, again, remote control is a major saving factor.

The all star revue story



The operator can finish everything profitably on this Excelsior One-Operator Silk Finishing Unit, except pants and coats. The finish is superior to hand ironing. The unit pays for itself quickly by reducing labor costs.



Here is a shirt finishing unit so revolutionary it makes other conventional methods seem old fashioned. Ajax Single or Double Buck Cabinet Bosom Body Press with automatic folding table, turns out more shirts than any 1, 2 or 3-girl unit ever built.

that wowed 'em in Chicago!

Why wowed? Because we showed thousands how the concept of AUTOMATION can save them money in '60. And we can show you too! If you missed the All Star Review at the February A.I.L. Exhibit featuring the best of Ajax, Excelsior, P & H and Wichita, contact one of the following addresses immediately by mail. We can even wow you by mail.



trol. For example, a paint factory may open next door to you. On the other hand, there are certain obvious things you can do that will save real money. Perhaps you have a chimney or steam pipe installation that isn't up to requirements. Getting these in order will cut your costs. Perhaps you're storing solvents in unapproved (Underwriters Laboratories) containers. An untidy plant adds to insurance costs, too.

The 14 points listed in the accompanying check list are controllable by you. If you can answer "yes" to all of them, you are entitled to lower premiums than a plantowner who must answer any or all of them "no."

As we said before, be sure to check with your local authorities on their interpretation and requirements of these points. What is perfectly acceptable in one area may require a surcharge on premiums where your plant is located. Here are some general explanations of these 14 points.

Fire extinguishers

The specifications of the NFBU, in its Bulletin #10, state that Stoddard and 140° F. solvent plants shall have one extinguisher at each entrance. They call for "Class B-1" extinguishers wherever flammable liquids are used.

However, in cases where synthetic

solvent is used, or in areas other than the cleaning room, the exact recommendations for your plant are hard to define. But in any case you are required to have extinguishers in sufficient number, in proper locations and of the classification required by your local authorities.

"No Smoking" signs

The use of such signs is only common-sense practice. More important, you must see that the rule is enforced. Violation of the rule can cause cancellation of your policy, for one thing. Even if you retain the policy in spite of negligence on this score, it can boost your premiums. The state of Virginia provides for a reduction in rates where the signs are posted and the rule enforced.

Here is another side benefit. Often customers will put in a claim for a hole burned in a garment by a cigarette. If you can prove that no one smokes in your plant while on duty, it helps make the claim invalid.

Electric wiring

While it is doubtful if much open wiring—the knob and tube variety—still exists, it is still worth checking. Certainly few cleaning rooms using

petroleum solvent can get away with this today. Check with your local authorities or a competent electrical contractor to make sure that your wiring conforms to the local code. It may be one reason for a monetary aftercharge on your policy.

Motors, switches and solvent vapors

Wherever Stoddard solvent or 140° F. solvent is used there are very stringent rules concerning motors and switches. Any equipment within 8 feet of the floor where there is the possibility of the accumulation of solvent vapors should be of the enclosed or nonsparking type. If this can't be done, the devices should be removed from the room. There are definite requirements concerning lateral distance from hazardous areas, too. Consult your insurance agent for local rules.

Flammable solvents and spotting boards

Most plants use small amounts of chemicals on the spotting board, generally in glass or plastic dispensers. This in itself is less hazardous. However, supplies in general storage should be kept in safe containers. A bench-type safety can is recommended by insurance companies.

Venting of tumblers

Obviously any tumbler should be vented to the outside of the building. In the case of perc, this eliminates unpleasant, possibly harmful fumes. With petroleum solvents it reduces the fire hazards. The use of explosion doors is an essential where Stoddard solvent is used. It doesn't apply to perc tumblers and may be omitted where 140° F. solvent is used. Check the local ruling in this latter case, to be certain.

Traps and exhaust pipes

There is little purpose in belaboring the importance of keeping lint traps and tumbler stacks clean. A good flow of air does more than reduce the danger of fire. It speeds up drying as well. Vacuum the lint to get rid of all of it, and do this on a regular schedule. If the inspector finds clogged traps and stacks it will cost you more on your premiums. Here is a tip. If you use an antistatic agent in your tumblers, wipe it on the inside of the tumbler door. It will attract the lint away from the garments.

Continued on page 89



There was no fire wall between the cleaning department and the rest of the plant. This added to premium costs and, when the tragedy occurred, caused a total loss of every garment in the plant

NO AFTER-ODOR

with

AMSCO

DRY-CLEANING SOLVENTS

AMSCO quality-controlled dry-cleaning solvents get clothes really clean, without leaving a pungent after-odor. That means more steady, satisfied customers—a bigger business—for you.

With AMSCO, you also get these other three important advantages:

1. Lower operating costs through increased plant efficiency.
2. The benefit of AMSCO's 35 years' experience working directly with the dry-cleaning industry.
3. Sold through AMSCO dealers equipped for proper handling and dependable service.



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THE SUBJECTS COVERED in this chapter are your keys to success. Quality is more important to the customer than price. The customer forgets price long before he forgets the quality. And, assuming the job is done right, the packaging you use enhances the impression of quality in the mind of the customer.

To keep your quality up requires constant vigil. Any letup on the part of supervision will affect the crew. They will be interested in direct proportion to the interest shown by management.

Here is a case in point. Some plants use two cuff clips in each French cuff. One of these plants ran short, so it told the girls to put only one in each cuff until a new shipment arrived.

One month after 50,000 new clips arrived the girls were *still* using only one clip per cuff. It took 30 days to

catch this. Had the plant been using a daily inspection it couldn't have happened.

A daily inspection program will go a long way towards holding consistent quality. It will let you know when padding needs changing, if the steam pressure is too low, if the cuff clamps are holding the sleeves, if the water softener needs recharging.

Who should do this inspecting? It can be a supervisor from another department, someone in the complaint department, or perhaps the route supervisor. Any one of these people makes a good spot checker. This check should be done at least twice a day, at different times each day.

It is a good idea for the inspector to check each unit, taking one shirt, preferably white, and occasionally a sport shirt. It's good to check the latter to make sure the sleeves are being folded correctly.

The inspection should be done in view of the shirt finishers to impress

Table I

Sample Inspection Chart	
	Maximum Possible Points
First Impression	15
Folding	5
Gussets	10
Cuffs	10
Shoulders	15
Yoke	10
Tail	5
Collar	15
Pocket	5
Buttons	10
	<hr/> 100

on them management's interest in their performance. Any faults or corrections should be taken up with the operator immediately.

The operators should be scored on an inspection chart (see Table I). The chart should be posted near the folding table so the operators can see how they stack up against other units if you have more than one. It keeps the

Exclusive!

ANOTHER
"FIRST"
in National

Part
VIII

THE DRYCLEANER

and Shirt Laundering

Quality inspection and packaging



Stacking packages side by side preserves finishing better than loading atop one another

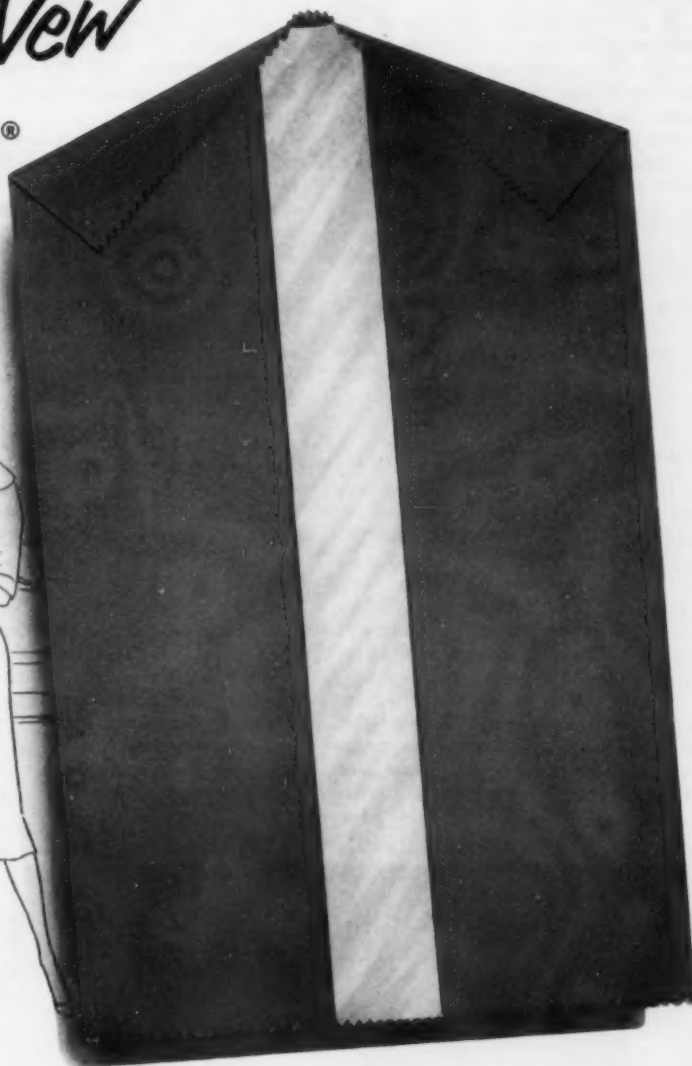


Carrying handles make it easier for customers and route salesmen alike



They come back for more, more often
with exciting *New*

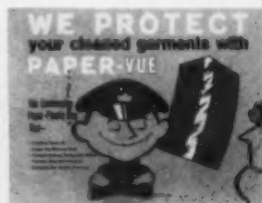
PAPER-VUE![®]



Customers can't resist the unique blend of quality they get in new Paper-Vue garment bags from Southern Advance. Paper-Vue bags combine the "breathing" property of paper—which means no beads of moisture trapped against fine fabric—with the "see-thru" convenience of clear plastic. Paper-Vue protection keeps garments fresh-pressed and clean inside — and light and dust *outside*. What's more, your name and sales message get the impact of clear, sharply-defined printing. Add customers, and increase satisfaction—order Paper-Vue today!



...Wrap up your
reputation
with Advance!



Keep in touch with the times! Alert cleaners everywhere are turning with the trend to Paper-Vue! Order Paper-Vue from your distributor and get timely promotion posters now!

CONTAINERBOARD AND KRAFT PAPER DIVISION CONTINENTAL © CAN COMPANY

530 Fifth Avenue, New York 36, N. Y.

girls on their toes and fosters friendly competition.

A good point for inspectors to remember is to give credit when credit is due. Often operators complain, "The only time the boss comes around is when he finds fault." Unfortunately, this is too often the case.

Repetitive finishing of shirt after shirt can get pretty monotonous. A word of encouragement once in a while helps a lot. Even when the purpose of your discussions is to talk about complaints, lost shirts or poor quality, start out with, "Your production is good" or "Your attendance has improved" or in some other way let them know you recognize what is good when you see it.

Take quick action

If the quality in your plant is down, the best way to bring it up is *fast*. Get some shirts that have poorly finished collars, bad fronts or buttons off; get all the operators together. Tell about the complaints being received and that if they continue, volume will drop off and this in turn will affect the shirt crews.

Before you have your meeting be sure that working conditions are right. See that the presses are working properly, that the padding is all right. See that the shirts aren't too wet or too

dry, that the starch isn't too heavy and that the steam pressure is correct.

If these things aren't in order, the operators have a legitimate excuse for turning out poor work and your position is weakened. It puts you on the defensive.

Good quality depends upon good working tools. Make sure padding is changed regularly and that the presses are on a definite preventive maintenance program. (This will be covered in a later chapter.)

Assume that the equipment is right and the laundered shirts are in proper condition for finishing, but quality is off. Bring your operators together and discuss the problem. But use the word "we" in your explanations, not "you" or "I."

After you have aired your problems, ask for suggestions. Make the employees part of the quality program, for greater cooperation. If their ideas are good, tell them so and adopt the suggestions. If not, tell the girls why the idea won't work.

There are many ways to keep the crew conscious of quality. One Midwest plant has signs throughout the department that read, "Remember—the customer is the next inspector." Another plantowner posts favorable testimonial letters from satisfied customers so the employees can see them.

Buttons play a big part in quality.

To keep this point of missing buttons in the minds of the girls, one plant put 20 large white buttons on a shirt board. One board was set up for each of his multiple units.

Each time a unit left off a button on a shirt, one of the large buttons was removed from the board. Over a given period of time, the unit with the fewest buttons removed from its board received a prize. Some plants give cash prizes in such a contest, but a small merchandise item works well, too. The main thing is the competitive spirit the contest generates, plus sustained interest in quality.

The folder is the logical inspector. Yet in a single 2-girl setup, doing 70 shirts an hour, the folder has the shirt in her hands less than 30 seconds, since she also has the sleeve operation to do. In a unit where she does the folding only, she will be handling as many as 125 shirts an hour, so she doesn't have much time to inspect.

This points up how important it is that she be properly trained in the folding operation (covered in a previous chapter), so that she gives the shirt a careful examination while performing the folding.

Speed and quality together

Some plantowners have said, "When my girls go too fast, I slow them down, because they get careless or sloppy." A fast operator doesn't necessarily mean a careless one. Fast operators can turn out better quality than slow ones. If a girl is properly trained and not allowed to get into bad work habits, she can go at a good speed and do fine work.

Slow operators have to use the spray gun more. And the more they spray, the more the shirts on the other presses are drying.

If you have more than one finishing unit, central folding makes a good inspection setup. Not many plants can arrange this, but there are some layouts where three folders with fully automatic folding tables can take care of four units.

Even if you can't save a folder, and have to use one for each of the units, at least you are getting inspection. The folder should not be assigned to a specific unit. This will eliminate any partiality or the possibility of the inspector letting something go by so the finisher won't lose out on her piecework count.

In central folding, the shirts come to the folding station by conveyor. The folder doesn't know from which unit the shirts have come until she



Whiteness, finishing, free repairs and packaging are the four factors of quality

Sanex means business!

extra business for you!

*you'll sell more because
there's more to sell...*

Sanex with its amazing sanitizing additive Dex* leaves garments with a lasting freshness. Moreover, it moth-proofs garments—protects them against perspiration odors, mold and mildew. Sanex is used in the wheel and will not affect soaps, solvents or the appearance of the finished garment. It's backed 100% by the most powerful merchandising program offering your customers the most complete drycleaning service.

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Quality and packaging zero in at the folding table

looks for the identification mark signifying the unit.

It's well and good to say, "My folders are the inspectors in each unit." But it isn't fair to the folder to make her inspect and stand the chance of getting into arguments with the other girl or girls in her unit. A unit has to work as a team and in harmony to get the good results you want.

There is another big advantage to using this system. The finishers put the hot finished shirts on hangers on the conveyor. By the time the shirts reach the inspector-folder, they have had a chance to cure. Creases that form from hot fabrics just don't happen. And the inspector has a full view of the entire shirt as it hangs on the conveyor line. She can do a more complete job of inspection.

But remember, the quality your plant produces depends on *you* and the people to whom you delegate authority and responsibility. With today's modern equipment, it is comparatively easy to do a good shirt. But wherever the human element is in the picture, we must always be on the watch.

Packaging is sales tool

One of the most important selling tools available to you is the packaging you use. It can enhance the feeling of quality in the work you produce.

It's like the velvet pad upon which the jeweler places the diamond when he presents it for sale. This is a kind of showmanship that pays off. The homemaker's family garments are important personal possessions. That goes for her husband's shirts, too. Aside from your salespeople, the most

personal contact you have with your customers is the package.

A well-designed package is proof that you care about Mrs. Consumer and her family's clothing. It shows that you are willing and anxious to make an extra effort to please. Good packaging is something we may ignore, but the homemaker never does. Surveys reveal that the customer has definite ideas about packaging and what it should do.

What customer wants

She wants a package that's easy to carry, a big point on shirts. She wants the package to fit easily in the bureau drawer or closet. A package that denotes quality and expert craftsmanship gives her a feeling of security. At the same time, fine package design gives her a feeling of prestige and status. It can further make her feel that she can rely on you, her dry-cleaner.

You can save a little by using plain kraft bags and little inner packaging. You can skip the "little" things. But to use no packaging or poor or unprinted material tells the customer that you don't really care about her. It does nothing to show appreciation of her family's garments and her patronage. And appreciation is one of the most powerful appeals to a human being.

Packaging starts at the folding table, the focal point for quality as well. It is here that you decide the length of fold you will use; whether you employ a laydown or stand-up collar. It's where you consider all facets of packaging.

In addition to eye appeal, there is

also the important consideration of protection. This involves shirt boards, collar protectors, boxes or shells, and bags. If you don't use shirt boards, be sure the shirts are packaged snugly. If they are loose, they can shuck down to one end of the package and become wrinkled.

One of the great boons to better quality and packaging is the semiflat molded collar that cleaners can produce on finished shirts. The shirt looks and feels better to the wearer. On top of that, the shirts pack flatter and save on drawer space. It also saves cleaners money on outer packaging.

An interesting offshoot of the semiflat collar is that it can also reduce the amount of inner packaging, but there are cases where customers felt they were getting less for their money with less inner packaging. A good selling job can overcome this problem. The customers can be sold on the advantages, because the benefits are real.

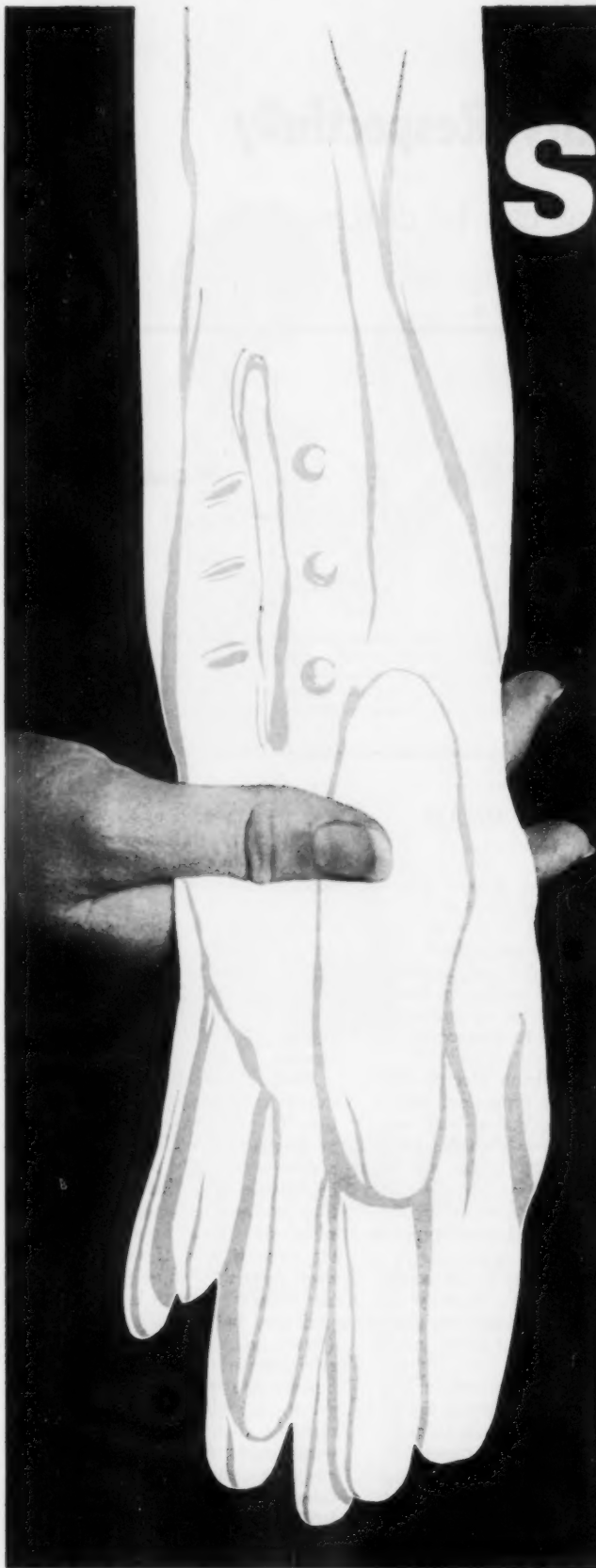
Remember the extras, the "little" things mentioned earlier. These include tags to tell the customer you have sewed on a button. Tags that identify shirts with French cuffs are appreciated by the man of the house, too. A similar tag can be used to designate short-sleeved shirts.

When you package shirts, lay the shirts face up and alternate the position of the collars. The top shirt should be faced down. This will protect the top and bottom collars. It also allows for more shirts to the bundle, a smaller package. If you are using lay-down collars you will be able to pack even more shirts to the package and do it safely.

Gummed tape or self-sticking handles should be fixed to the outer packaging for easier handling by your customers and route salesmen. Each shirt wrapped in plastic or paper is appreciated by customers. Another variation is the use of a pliofilm envelope with a paper back.

The use of sorting racks or reels at the folding station saves time. It also helps cut down losses and keeps the shirts fresher. If you don't use racks at present, consult your jobber for the type that best suits your needs. The variation in racks is almost endless.

After the shirts are packaged and are in storage awaiting route delivery or call-office pickup by the customer, try to avoid stacking the bundles one on top of another. The ideal way is to have them side by side, or in a conveyor rack. All of these things add up to a better-looking shirt for the customer when he opens the package. # #



Spotless

The real test of a solvent is its performance on your difficult pieces. PerSec® excels in this respect. Time after time, deep-soiled whites and light pastels come from your tumbler as pass-ups . . . spotless.

The reason . . . rigid quality control in mid-America's newest and most advanced production facility — plus a highly effective stabilizing agent that preserves the crystal purity of PerSec® and protects your equipment down to the last drop of use. That's why more good cleaners day by day are standardizing on PerSec® . . . the perchlorethylene solvent of custom-made quality for the finest professional dry cleaning.

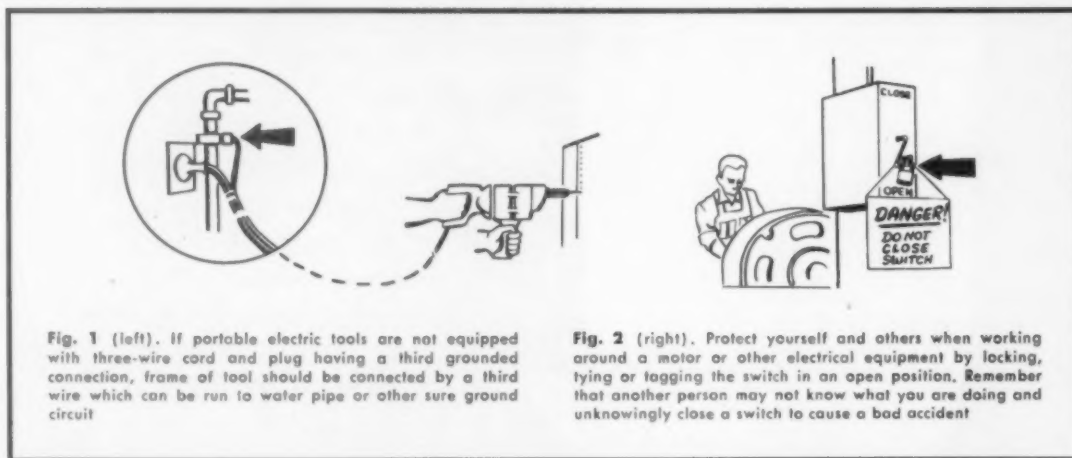
In the blue plaid drum!

FRONTIER CHEMICAL COMPANY

division **VULCAN MATERIALS COMPANY** Wichita

Treat Electricity Respectfully

This useful servant can be destructive,
if handled carelessly



THE TYPICAL drycleaning plant should be one of the most carefully protected buildings using electricity. Its dangers are twofold. One is that pictured in Fig. 1, the danger of stray currents or short circuits from faulty wiring or improperly grounded connections. The second is the potential explosion hazard of any escaping drycleaning volatiles which could be triggered off by a shot of static electricity.

Ample grounding is the best answer to both hazards. There are a number of special hookups you can use to assist your grounding system in its jobs. For example, most people would never dream of touching a high-voltage cable, but they will unhesitatingly work with low-voltage extension lights, portable electric tools, or make repairs on live circuits, without the slightest realization of danger.

Anyone can be killed just as surely by the amperage flowing in a 110-volt line as that in a 10,000-ampere circuit. All that is required is to get yourself into a spot where your body is part of an electric circuit.

The amount of current carried by the wire you may accidentally touch is of no significance provided it carries enough current to injure; what does matter is how much passes through the body. This is the real killer—the amperes.

By JOSEPH C. McCABE

Investigations have proven that a current of 1.2 milliamperes will produce mild shock, and the average that the body can withstand without serious discomfort is 8.0 milliamperes. There is also united agreement that a current of one-tenth of an ampere is more than sufficient to electrocute the average person.

Suppose the 110-volt electric drill in Fig. 1 was not grounded, and a fellow using it touched a bare contact. He is standing on a wooden floor; his body is comparatively dry; and his hands are coarse and maybe calloused. Suppose we say his body offers the normal resistance, and the supply is 110 volts.

It is easy to calculate the amperage that could flow through his body. He would get a fair jolt from this, probably drop the drill, but there would be no serious injury.

Now consider a fellow with a 110-volt extension cord examining the interior of a boiler drum. He is touching the metal which makes a direct contact to ground through the piping; chances are that his hands are wet, and maybe his whole body is sweaty.

Under such conditions he has reduced the resistance through his body

to practically zero, and has presented a good circuit through the skin of his hands. If we give him the benefit of all doubt and allow 1000 ohms as his body resistance, he still has little chance of surviving if he touches a damaged section of the cord or fitting. Current passing through his body would be in the order of 110 volts divided by 1000 ohms, which equals slightly over the dangerous one-tenth ampere.

Electric shock of any intensity produces involuntary muscular contraction. This is of the utmost importance in electrical accidents around tanks and in overhead work. This muscular contraction may break the contact, thus freeing the victim, or it may instead cause him to grasp the conductor more tightly. If the person falls away from the danger point, he has a fair chance of living to relate his experience; but if he is not fortunate (or rescued in time) he will lose consciousness and die slowly.

Everyone is susceptible to electric shock, and while some are more susceptible than others (people with weak hearts, for example) the difference is too small to be taken into consideration. There is very little consolation in a coroner's verdict that death from low voltage was due to personal susceptibility. *Continued on page 64*



So you think you don't need a "Sniff-O-Miser" in your plant?

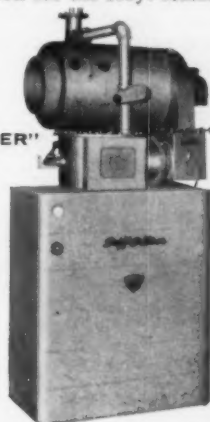
Mister, I have news for you! No matter how efficiently you're running your cleaning operation or how good your equipment may be, you're losing a lot of costly perc solvent (we'll guess at least 50% of the total solvent you use). Actually, many plants report savings in their solvent costs of up to 75% when "Sniff-O-Misers" are installed. Since these tremendous savings begin immediately, it doesn't take long to pay for the "Sniff-O-Misers" . . . and thereafter every dollar they save adds a dollar to your profit . . . and remember, "Sniff-O-Misers" do away with the obnoxious fumes and odors which may distress your customers and employees.

The attractive cabinet of the "Sniff-O-Miser" is an exclusive feature with Hoyt. It tells you at once that this is the machine whose advanced engineering and quality workmanship mean top performance and biggest savings. Three sizes . . . a "Sniff-O-Miser" for every plant . . . include the compact Model 1 (for floor, wall or ceiling installation) which is providing sensational results in small plants.

When you buy solvent reclaimers and vapor adsorbers, be sure you're right—always look for the Hoyt features.

**Write for bulletins or
see your distributor**

"SNIFF-O-MISER"



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14 Forge Road
WESTPORT, MASS.

Automatic Dryers, Reclaimers and Chillers

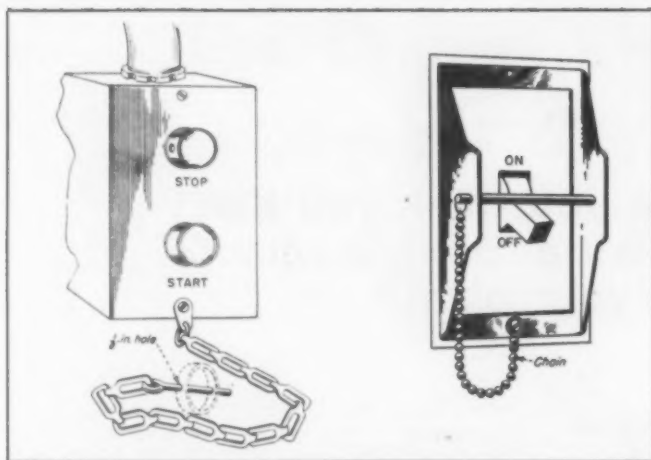


Fig. 3A. Press stop button, then push the pin through holes drilled in the collar Fig. 3B. This is one way you can prevent the accidental closing of toggle switch

Continued from page 62

For safety's sake, use your common sense when working with or around electrical apparatus of any kind. You have probably received quite a kick some time in your life, so think back about the favorable conditions that prevailed: dry wooden floor, good, dry shoe soles with a minimum of nails and a comparatively dry skin surface.

Safety rules

Whenever you start a repair or maintenance job on a motor circuit, pull the motor's safety switch and pad-lock it in the open position. If you find the switch can't be locked, pull the fuses and put them in your pocket.

et. And the same rules hold for lighting circuits.

Sure as shooting you'll bump into cases where you just can't lock the switch or pull the circuit fuses. Such might be the case where several small motors are fed off the same circuit and you wouldn't want to stop the other motors. It was for just such cases that the gadgets shown were dreamed up.

Fig. 3 shows a pin-and-chain assembly that will prevent a motor from starting if the start button is accidentally pressed. The pin does the trick by keeping the stop button pressed. Before going to work, you press the stop button and slip the pin through two holes drilled opposite each other in the stop-button collar. We'll tell

you beforehand that this idea won't work with all push-buttons. Some manufacturers recess the stop-and-start button housings. In that case, you couldn't conveniently drill any holes to hold the pin in place.

You can make that plate in Fig. 3 so a pin through the plate sides will keep the toggle switch or circuit breaker handle from being thrown to the on position. On this last idea, maybe you can make the plate so the pin can be locked in place. Remember the locking idea beats all when it comes to making sure the circuit will not be made alive while you're working on it.

Over-all plant protection

But for over-all plant protection, install a round wire system throughout. The metal and steelwork that went into the building of your plant make an excellent grounding circuit. This holds especially if the contractor put in heavy ground straps or ground network cables. These latter are not usually provided unless a plantowner has had reason to want the superb protection such grounding gives.

Fig. 4 shows the way building steel can be grounded, and to the right a cable running off the building column which can and should be connected to the metal base of a machine, a motor or any other ready device subject to electricity.

A ground connection such as this one varies in its effectiveness with the dampness or moisture content of the ground and the depth to which the

Continued on page 88

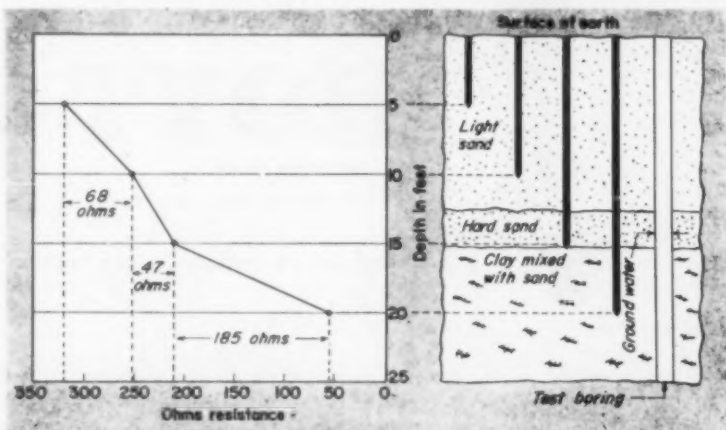
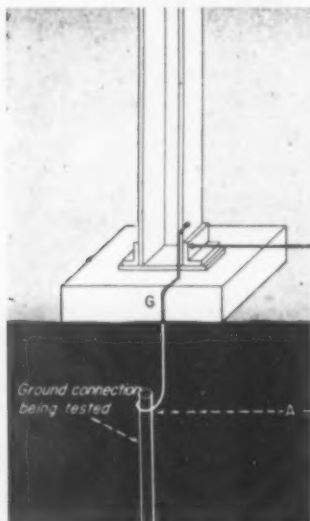
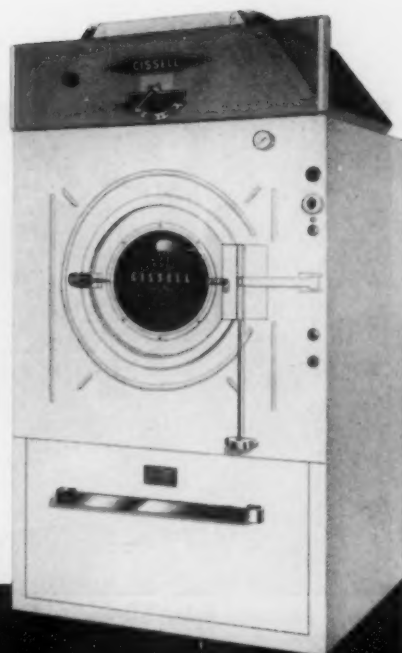
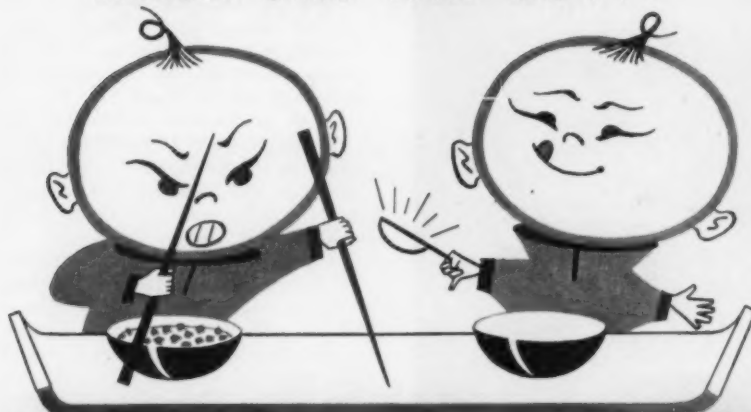


Fig. 4 (left). Fall-of-potential ground-resistance measurement uses ammeter, voltmeter and AC power source, or self-contained automatically compensated ground tester. Fig. 5 (right). Deep ground rods have less resistance than short ones. They're more reliable since deep soil is less likely to dry out. Nature of soil layers affects resistance

why use two
when one will do...



THE BIG CISSELL 100 LB.* DRYCLEANING DRYER

eliminates split loads... boosts profits!

Your investment in the 100 lb. Cissell Drycleaning Dryer is an investment in *profit!* Handles *full* loads from your washer all in one operation—saves you time—gives major production advantages over split-load drying.

8-Stage Heat Control eliminates temperature guesswork, assures uniform drying. Big, no snag, 42" x 42" basket with large air volume assures fast, safe drying with complete deodorization. Basket removes in less than five minutes. Modern cabinet design and easy accessibility of parts also give this Cissell unit *top acceptance* with drycleaners everywhere.

- Separate motors for fan and basket ● Double wall construction
 - Cissell-built gear reducer
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- Static steam spray ● Two-way fire extinguisher

*Dry weight capacity

NEW ALL-METAL, FULL-WIDTH LINT DRAWER No stooping, no cloth to tear, replace, or burn. Operator can sweep it clean with his hands. Lower panel tilts open for access to perforated drawer. Drawer pulls out at convenient height.



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Pacific Coast Office: 4823 W. Jefferson Blvd., Los Angeles
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Consult Your Jobber



Weekly production figures are analyzed by plantowner Harry Plous without necessity of adding figures from time sheets in washroom

Automatic Recorder Speeds Cleaning Room Production

Device eliminates lost time between loads; insures proper cleaning style

By HARRY YEATES

COST-CONSCIOUS drycleaners are always looking for an effective production control system to insure an adequate return on investment of both men and machinery.

With an increase in volume last year, plantowner Harry Plous, Spic and Span Cleaners, Milwaukee, found out that the cleaning room wasn't keeping pace with the demands of the plant.

On investigation he discovered there were too frequent delays in unloading and loading the washers. During most of the year the cleaning department starts operating in the early hours of the morning. Without supervision on the premises, there was no positive proof of how effectively the employee's time was engaged in keeping the washers running and in expediting loading and unloading. In other words, what was the down-time in the cleaning room during the day?

To improve the efficiency of the washroom operation, a recording device was installed as an experiment on one of the plant's automatic washers. The unit operates continuously like a timeclock and issues a ticker tape which records the "on" and "off" time of the washer.

The timeclock device was installed three months ago. Since then down-time in the cleaning room has been reduced almost two hours per day. The cleaning room previously operated on a 10-hour schedule. This has been reduced to an 8½-hour schedule per

Continued on page 87



Cable connects timing machine to operating mechanism on plant's automatic washer

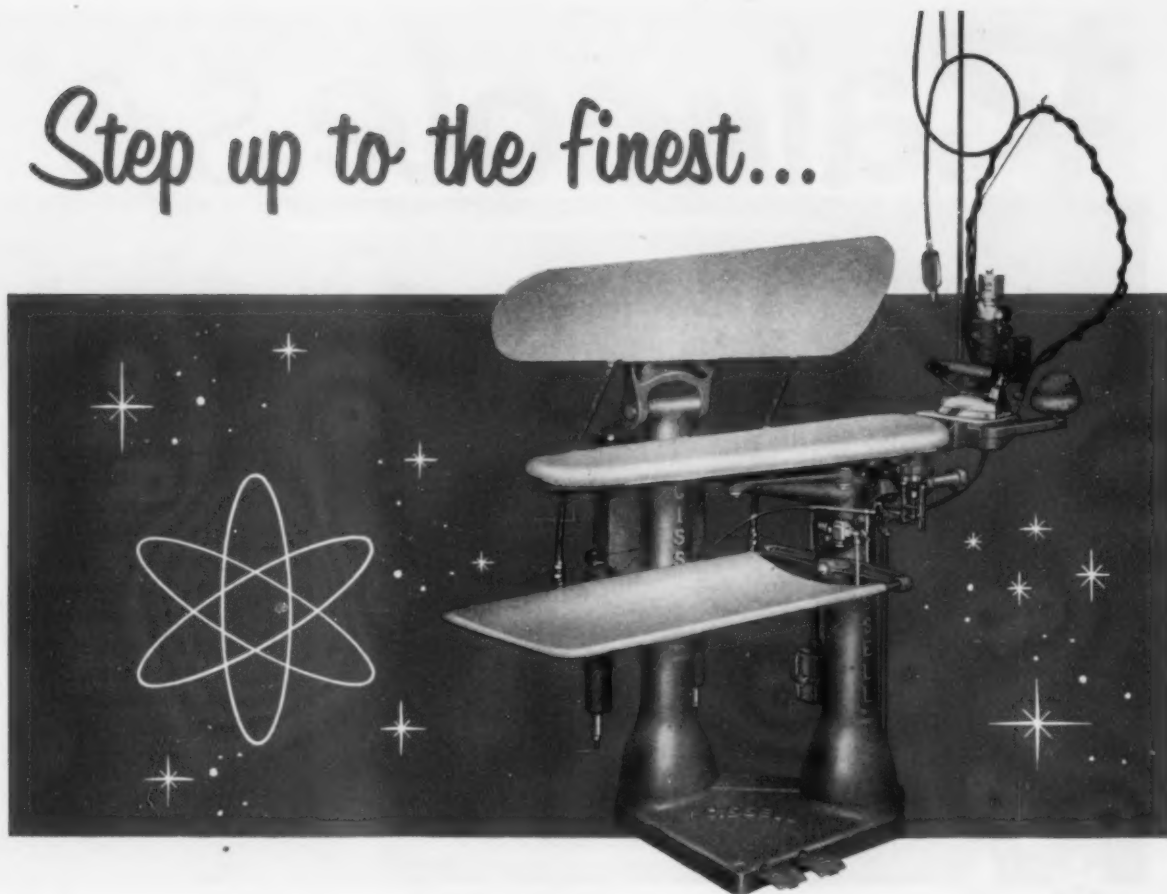


Timing device can be furnished to register in hours and tenths of hours; or in minutes and tenths of minutes



Recorded portions of chart-roll can be torn off at any time or left to accumulate, and are easily replaced

Step up to the finest...



CISSELL OFFSET PRESS

FULL UNIFORM HEAD PRESSURE . . . FAST AIR OPERATION

MACHINED contours of head and buck, permanently aligned on heavy machined cast iron columns, apply perfectly uniform pressure over every inch of the work. Flawless one-pass results, together with effortless air operation, make this the true modern production press you've been looking for.

MINIMIZES TOUCH-UPS . . . Needle roller bearing, floating power and universal joints provide smooth, fast and free head movement for increased production . . . hydraulic snubber cushions head at open and closed positions. Fingertip control opens and closes head. Speed of head regulated by needle valve within easy reach of operator. Fully guaranteed.

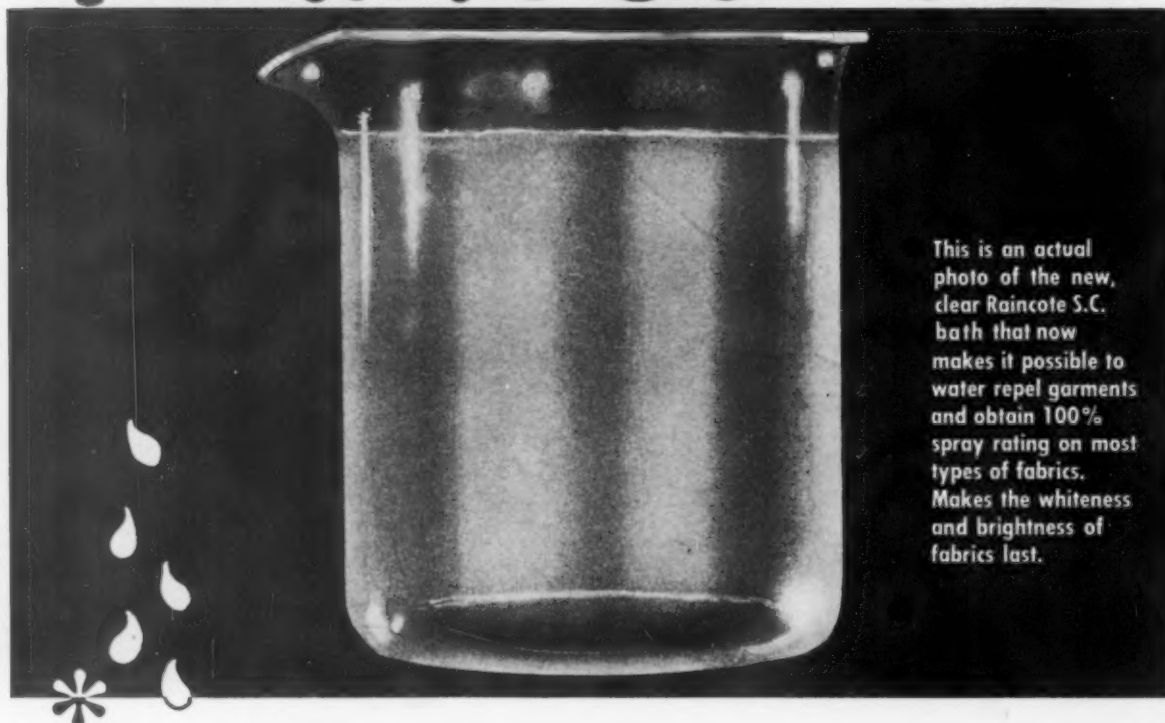
CISSELL

W. M. CISSELL MFG. CO., INC.—LOUISVILLE 1, KY.

Pacific Coast Office: 4823 W. Jefferson Blvd., Los Angeles
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Consult Your Jobber

Raincote S.C.*



This is an actual photo of the new, clear Raincote S.C. bath that now makes it possible to water repel garments and obtain 100% spray rating on most types of fabrics. Makes the whiteness and brightness of fabrics last.

SOLVENT CLEAR

*...FOR BEST RESULTS
to water repel all garments*

Raincote S.C. restores original water repellent qualities . . . Does not leave fabrics stiff . . . Contains a built-in neutralizer . . . Leaves treated garments whiter, brighter and clearer . . . Dip and extract method — dilutes with synthetic or petroleum solvents 5 to 1 . . . Drip and drain method — dilutes 10 to 1.

When garments are cleaned on the wet side, Raincote Wet Side Water Repellent is recommended.



Signal

CHEMICAL MFG. CO.

5020 RICHMOND ROAD • BEDFORD, OHIO

A Truly Outstanding Merchandising Package Featuring Bob Hope:

- Large Window Banners
- Direct Mailer Mats
- Flasher Signs
- Radio and TV Continuity
- Newspaper Mats
- Counter Display Test
- Water Pistol with Target Premium for Children
- Button Tags
- Badges

Contact your local jobber or write us direct

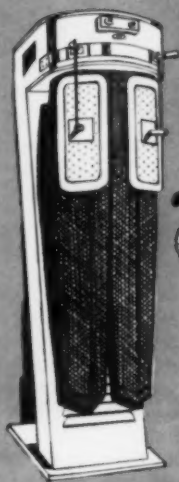




WITH AJAX YOU CAN SLASH DRY CLEANING PANTS FINISHING COSTS

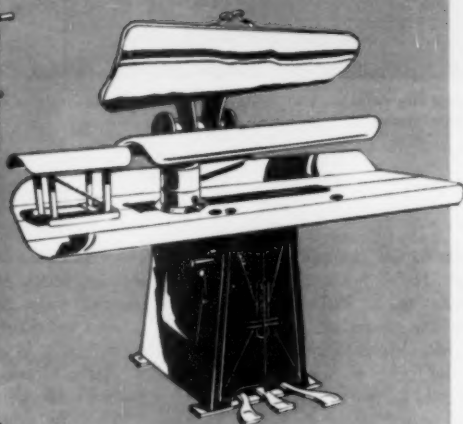
A new modern concept in topping and legging is changing the pace of the industry — FASTER THAN EVER.

**AJAX Automatic
Pants Finishing Unit
now cuts out seven
steps in pressing
trousers . . giving you
better quality in
one-half the time —
with 3 Simple Lays**



AJAX Topper-Matic

Finishes trouser tops automatically in one lay — neatly with a minimum of handling. New design gives you ease of handling and a consistently uniform top every time, plus finest quality finishing at the utmost economy.



AJAX Legger

Fully automatic . . . equipped with safety controls . . . reduces handling time . . . Improves the quality of pressing. Equipped with AJAX Sensitive Pressure Selector, permitting any degree of pressure . . . reduces fatigue and operator turnover.

Overcome the problem of costly production time. Contact your nearest AJAX representative. He will be glad to furnish you with the complete details immediately

Since 1929 the Leader in design
AJAX PRESSES

**619 So. 5th WEST
Salt Lake City, Utah**

Small Cleaner . . .

Likes Small Coin-Op

It adds revenue, brings in drycleaning, shares overhead without boosting payroll

By WILLIAM R. PALMER

A SMALL UNATTENDED self-service coin-op laundry provides a nice gross sales increase for a small Montgomery, Alabama, drycleaner, without adding to the size of his payroll. William B. Snider needs only three employees to help him at his Bill Snider Cleaners. A comfortable little business, it makes a good living for Bill after four years of operation.

Two years ago he faced a decision. His building has a 14-by-30-foot store on one end that had been rented. The tenant had to move away to larger quarters. Then Bill decided he would net a better return if he could utilize the small space himself.

To expand drycleaning facilities seemed inadvisable. He still had some productive cleaning capacity to spare. He'd need 50 percent more dryclean-



Space for three cars leaves call-office driveway at left free for drive-in traffic. Washerteria includes only a double door in front of car



Eight washers and two twin-driers fit comfortably in 420 square feet of space that was small rental store

ing volume to use the added space to advantage. He'd need at least one more employee, probably two. And, located in the midst of "drycleaners' row" on Mt. Meigs Road, he could be sure the cost of adding volume quickly would be quite high.

Coin-op kept busy

Rather than be forced to expensive promotion to fill this space with more drycleaning, Mr. Snider wanted something that might in itself attract more volume. So he opened, with a flourish, the first unattended coin-op in Montgomery. It was busy from the first day. It stayed busy even while much larger, flossier coin-ops popped up like toadstools along drycleaners' row. And it brought a probable 10 percent increase in drycleaning volume from new customers.

Along one wall are eight 9-pound washers. Bill tells customers they are 8-pound capacity to curb overloading. From the start he has charged 20 cents per wash cycle in what has become a 25-cent market.

He justifies holding to his lower

price because he believes it results in less tendency to overload. Clothes are cleaner than those done in coin-ops where overloading prevails. This automatically brings customers back to Snider's, eliminates the need for continued advertising.

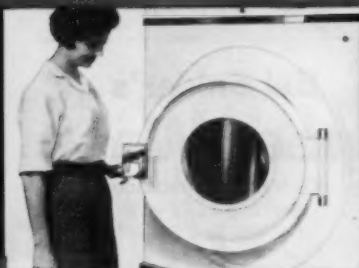
Also, in more than 18 months he had no maintenance problem with these washers, other than removing an occasional child's sock from a pump. This lack of breakdowns he also credits to a minimum of overloading.

The same is true of the two twin-cylinder tumblers, he says. The drying charge is a dime per load.

Mr. Snider's presence next door is not a controlling factor in the question of equipment abuse. The Washerteria does half its business while the plant and call office are closed. For the coin-op never closes. Every day there usually are people waiting for washers between 9:00 and 11:00 a.m. and again from 6:00 to 9:00 p.m. And on Saturdays someone is waiting for a washer from dawn to midnight.

Other equipment includes a large

For
ORIGINAL FEATURES...
you can depend on
HUEBSCH ORIGINATORS

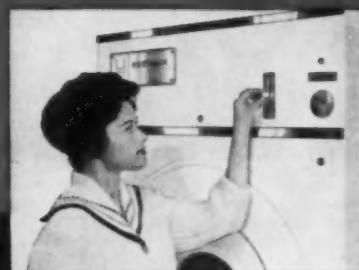


MAGNETIC DOOR LATCH
 for safe, sure, silent door closing. Modern design eliminates triggers, buttons, springs.

SELF-CLEANING LINT SCREEN
 automatically cleans itself and deposits lint on "Magic Carpet" for fast, easy removal.

AUTOMATIC BACK-DRAFT DAMPER
 prevents hot air and lint from blowing back into tumbler. Protects pilot light, keeps surroundings cooler.

EASY-TO-ADJUST FEET
 for quick, easy leveling and alignment of tumblers, regardless of floor slant.



VARIABLE TEMPERATURE SELECTOR
 Customer chooses correct temperature setting for efficient drying of various fabrics.

HUEBSCH "37-A"

GAS-HEATED TUMBLER

HUEBSCH ORIGINATORS • MILWAUKEE 1, WIS.

CHOICE OF ANY COLOR AT NO EXTRA COST
 Choose the exact color you desire (a color swatch will do) and we will duplicate your choice.

ONLY 37" TUMBLER IN THREE SIZES
 Only Huebsch offers choice of three sizes: 37" x 30", 37" x 24", 37" x 18". Standard or Coin-Metered Models.

HIGH TEMPERATURE LIMIT CONTROL AND AIR FLOW SWITCH
 standard equipment on all models.

Bill Snider's Speed Wash

NEW IN YOUR NEIGHBORHOOD

COIN OPERATED
DO-IT-YOURSELF
LAUNDRY

**Open 24 Hours a Day
7 Days a Week**

USE AS MANY MACHINES AS YOU WISH
BRING YOUR FAVORITE SOAP, BLEACH & BLUING
DO YOUR LARGEST LAUNDRY IN ONE HOUR

Speed Queen
Agitator
Washers

Commercial
Wrinkle-Free
Dryers

WASH (8 lbs.)

DRY

20c

10c

LOCATED AT 1553 MT. MEIGS ROAD
MONTGOMERY, ALABAMA

Homes for miles around received this throw-away. Same copy was used in newspaper ad for two days

wrapping table, four sturdy metal chairs, and vending machines for soft drinks and cigarettes. Neighbors use the vending units as much as do the customers. A soap vender is to be added. Store promotion suggests bringing "your favorite soap." But customers forget, have to dash over to the supermarket a couple of blocks away for soap.

No deliberate abuse of equipment or premises has been evident. Other than equipment there is little to abuse. Walls are concrete block, floor is smooth concrete, ceiling is sheets of fiberboard in simulated squares. Drying tumblers are boxed in, with the enclosure painted the same two shades of green as the walls.

Preventive maintenance on the equipment requires less than an hour each day. Mr. Snider repainted the room at the end of the first year, even though it still looked fresh. He contends customers respect property better when it looks bright and clean.

The innovation angle was plugged

heavily when he opened the Washerteria. Introductory advertising included 5,000 circulars placed in mailboxes throughout the surrounding residential area. Over a five-day span 40 radio spot commercials were used. Morning and evening papers on Monday and Tuesday carried ads that were duplicates of the circulars.

All this resulted in great public interest as people came from all over the city to see or try out the Washerteria. Nor were they all cleaners or laundrymen, either, although unattended coin-ops blossomed throughout Montgomery within the next 12 months.

Snider's earlier laundry customers brought little cleaning with them. But when the Washerteria business settled down to Snider's "natural trade," the cleaning volume from these new customers picked up steadily. There also has been a jump in shirts, which are farmed out. Thus, for this small plant, the coin-op venture proved to be a successful promotion for the whole business, and paid its own way. # #



Newly elected officers of Michigan Institute, left to right, front row: C. Fred Anderson, Muskegon, second vice-president; Dana Antes, St. Johns, outgoing president; Edmund W. Reisig, Jr., Monroe, president; Clarence J. Deline, Owosso, first vice-president. Back row: Eugene Knight, Mt. Pleasant, sergeant-at-arms; Michael R. O'Neill, managing director; Anthony Volz, Allen Park, treasurer; Joseph F. Adamowski, Bay City, secretary

Public Relations Headlined in Michigan

BREAD-AND-BUTTER problems of the industry took the place of major speeches at the 46th annual convention in Detroit of the Michigan Institute of Drycleaning.

William L. Browne, director of public relations for the National Institute of Drycleaning, conducted Saturday

morning and afternoon sessions on development of sound public relations policies for drycleaners, and creating a desirable image of drycleaners in the public mind.

Each of these sessions was followed by another on ways and means of implementing good public relations by

getting sales personnel to key their sales to that desirable image. The latter sessions were conducted under the leadership of Thomas J. Donohoe, NID supervisor of sales training.

He pointed out that the decision on where garments will be sent for drycleaning usually rests with the woman of the household, and discussed ways for salesmen to put to work the findings of the NID Motivational Research survey.

Nearly 300 owners and operators from throughout the state registered for the convention at the Leland Hotel.

Opening activities on Friday included a luncheon attended by the Institute's board of directors and allied tradesmen. It was followed in the evening by the traditional cabaret party. The social highlight was Saturday evening's annual President's Banquet, featuring top entertainment, and followed by the annual President's Ball.

Sunday was devoted entirely to viewing 30 exhibits of allied tradesmen of the latest in drycleaning machinery and supplies.

Michael R. O'Neill, in his tenth year as managing director of the Institute, said the crowd was one of the largest ever to pack the convention exhibit area.

The convention elected top officers for 1960, and certified previously mailed ballots choosing 18 area directors. # #

Conventions continued on page 74

"Our drycleaning is better because we give your garments an extra rinse in distilled solvent"

Your customers will be impressed with this EXTRA service. They will readily understand the advantage of removing all traces of remaining impurities with distilled solvent. They will accept the distilled rinse as a fitting complement to your patented* method of cleaning with Conductivity Control. They will recognize the superior brightness and freshness in the garments you clean for them.

R. R. STREET & CO. INC. 561 W. MONROE ST. CHICAGO 6, ILL.



MYCEL

employing the micelle principle

• Formula 886
• Electronic Conductivity Control
• Separate Purified Rinse

*Canadian Patent No. 534,730
U.S. Patent No. 2,913,893
Copyright 1960 MP-341

Badgers Offer Varied Program



Wisconsin officers, left to right: President William L. Williamson and vice-president Maurice Puaria. Not shown is Egon W. Peck who continues as executive secretary

A TWO-HOUR CLINIC on management's personal outlook towards employees and customers was one of the highlights of the Wisconsin and Upper Michigan Drycleaners Institute annual convention.

At a jam-packed session at the Schroeder Hotel, Milwaukee, Victor Oakley, Victor Oakley Associates, said that drycleaners can build people by building themselves—and thus assure future growth. On the subject of employee motivation, Mr. Oakley outlined five basic needs that must be realized: a desire for self-esteem, a need to create, a desire to belong, to accomplish, and security.

Jim Chisholm, Emery Industries, Inc., acted as moderator for a panel of Milwaukee housewives who presented their personal reactions to dry-

cleaning services. Subjects included wash-and-wear, packaging, claims and adjustments, pricing, and cash-and-carry service. The ladies agreed that the most important thing they expect of a drycleaner is personal courtesy and respect for their garments.

Other speakers included William J. Nicklaw of the National Institute of Drycleaning staff, who discussed fixed and variable costs and the value of charting this information for a more accurate plant operation. Morry Friedlander, Davies-Young Soap Company, showed a set of slides on various advertising and merchandising ideas.

The ability to get along with people was stressed during the closing address prepared by L. L. Cunningham, president, Business Institute of Milwaukee.—Harry Yeates

Automation Is Here, Oklahomans Told

HIGHLIGHTING the thirtieth annual convention of the Oklahoma Association of Drycleaners in Oklahoma City was a talk by Frederick E. Bowers, president of the National Institute of Drycleaning. He warned members it was time to wake up to the fact that the age of automation has already entered the drycleaning field.

Automatic coin-operated equipment is being put on the market, Mr. Bowers stated, and is a further challenge to drycleaners. "It is now up to the industry to educate the public," Mr. Bowers declared, "to put facts before them that have long been neglected. Advertise. Instead of merely making an announcement that you clean clothes, say you are equipped to handle new fabrics. Tell them that tests prove drycleaning actually lengthens the life of a garment instead of shortening it."

Sharing the platform with Mr. Bowers was Dr. J. C. Alexander, research director for Adco, Inc., whose subject, "Take A Look At Your Own Cleaning Room," gave members some straight-from-the-shoulder facts about the impression customers get by the way the call office looks.

"Keep clean, keep up to date, keep advancing," Dr. Alexander told his audience. "Read and study your NID bulletins, trade journals and fashion magazines. That is the way to keep

your mind open for improvement, to increase the efficiency of your plant, and to fight automation."

Included in the 1,008 registrants were drycleaners from Texas, Kansas, Arkansas, New Mexico and Colorado, as well as 140 in allied trades.

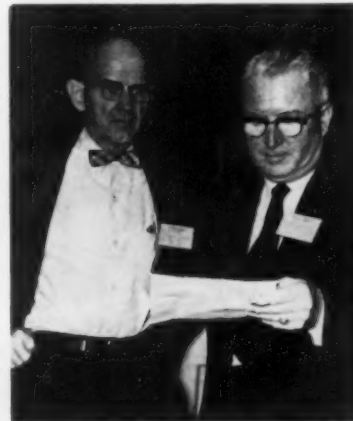
Exhibitors showed their products in 80 booths in the Zebra Room of the Municipal Auditorium, the largest number ever to participate in an Oklahoma drycleaners convention. Overall emphasis was on efficiency and quality production to stave off the public's acceptance of coin-ops.

"It was an excellent convention," said retiring president C. A. Downey, "although the flu kept many members away. Much of the credit for so fine a meeting is due to our convention chairman, Dean Jayroe."

Officers elected for 1960 are L. J. Neiman, Sterling Cleaners, Oklahoma City, elevated from secretary-treasurer to president; Bill Griswold of Lawton, taking Frank Wayland's place as first vice-president; C. A. Roark of Tulsa, second vice-president, and W. E. Brasel, Clinton, elected secretary-treasurer. # #



New president L. J. Neiman



W. E. Brasel (left) and Bill Griswold



DEPENDABLE

Your boiler represents a sizeable investment. On it you must depend for efficient, economical, long and uninterrupted service. The degree to which your investment will pay off . . . and how much of your trust it rates can be accurately determined by the engineering efficiency and the quality of materials that go into it.

Here are just a few of the many reasons why knowledgeable plant owners have been placing their trust in COLUMBIA boilers for the past quarter century. Read them . . . then drop us a card. We'll be glad to tell you more.

BOILER STEEL . . . expensive firebox quality.

TUBES . . . specially developed carbon steel assures long life under toughest operating conditions.

REFRACTORY SURFACES . . . rapid-heating to ensure complete, clean combustion. Accounts for maximum fuel economy, minimum soot accumulation.

INSULATION . . . 7" thick in combustion chamber, 4" thick in gas passage. Keeps heat loss at a minimum.

HEATING SURFACE . . . greater than most boilers of same or higher rating, it produces more steam at higher efficiencies.

SERVICING NEEDS . . . reduced to a minimum by rugged construction, simplicity of design, standardized parts, conventional accessories. Minimize possibility of shutdowns, almost eliminate need for service specialists.

COLUMBIA

HRT* oil or gas fired boilers produce more steam per dollar invested . . . more steam per dollar spent for fuel.



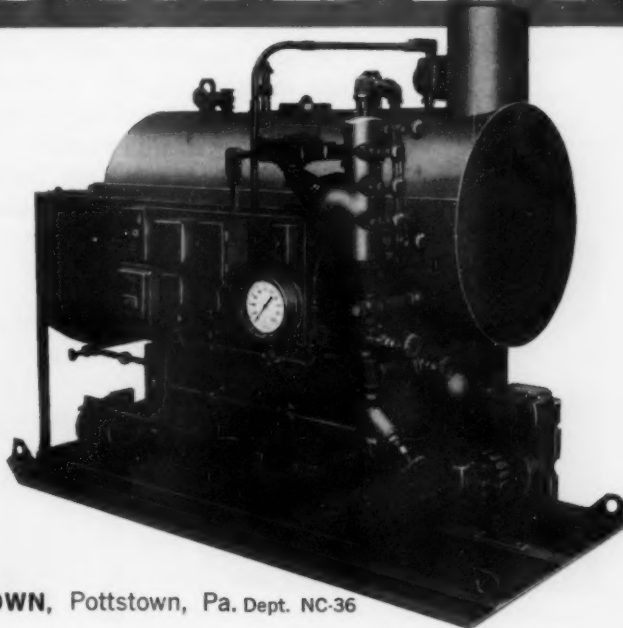
**TANKLESS
INDIRECT WATER
HEATER**
Gas or Oil Fired

Quiet, economical, dependable

Instantaneous indirect heating method utilizes copper coils, does away with the destructive corrosive action of raw water. Insures a continuous clean, rust free hot water supply.

HEATER GUARANTEED 10 YEARS

* Horizontal Return Tubular Type, suitable for firing by gas, or light or heavy oil . . . or interchangeably by gas or oil. Size 2 to 100 h.p.



Write to:

COLUMBIA BOILER CO. of POTTSTOWN, Pottstown, Pa. Dept. NC-36



it's a "paint remover"



it's a "lipstick remover"



it's an "oxidized oil remover"

TarGo® is the all-in-one spotter for all types of oil-base stains

The most versatile spotter ever made – that's Wilson's *TarGo*. Saves you time, saves you trouble – takes the place of two or three different products for a whole long list of stains. Supercharged to remove the toughest "hard-set" stains, even after tumbling – and make quicker, easier work of routine spots. Ready-to-use right from the bottle without messy mixing and troublesome measuring. Best there is, too, for lipstick, ball pen ink, crayon and mascara loads . . . and you don't have to distill after using *TarGo* in the wheel either.

TarGo comes in quarts, gallons and carboys...order some today from your jobber



Ask about Wilson's new
Drycleaner's Stain
Removal Kit . . .
contains TarGo and five
other fine spotting aids

A. L. WILSON CHEMICAL CO.
KEARNY, NEW JERSEY



"Stain Removers are our only business"



New Texas officers, left to right: George G. Boyd, Borger, first vice-president; Travis LaRue, Austin, second vice-president; Schreiner Harrison, San Antonio, retiring president and new board chairman; Bruce Ferrell, Lubbock, president

Stress Personal Service, Texans Urged

NEW CHALLENGES and problems—plus unlimited possibilities—await service industries in the Sizzling Sixties, declared Maurice Acers, a member of the Texas Employment Commission, at the 53rd annual convention of the Texas Laundry and Dry Cleaning Association in Austin.

Luncheon speaker on the final day of the three-day convention, Mr. Acers told the delegates that "The American public is clamoring for more personal services of better quality. For the most part, the laundry and drycleaning industries have kept pace with the tremendous technological advances of

the '50s." But, he said, with new technological advances, old methods will be replaced by newer and better ways which will require higher skill.

The delegates also heard speeches by Laurence J. Taylor, vice-president of Hillsdale (Michigan) College, on "Brainstorming," and Claude E. Lucas, California management and production consultant, as well as reports from the association committees.

Special certificates were awarded to nine members for more than 50 years activity in the association and to 30 members with memberships exceeding 30 years. Only 50-year man to receive the award in person was Ed Lohmann of Home Laundry, Beaumont.

Announcement of college scholarships for six students for the next four years was made by Roland C. Dansby, president of the Textile Maintenance Institute, a corporation allied with the Texas Laundry and Dry Cleaning Association.

In addition to new officers, five new directors were named. They are Travis LaRue, Austin; Frank Fite, Tyler; Rube Berry, Fort Worth; Nathan Diamond, El Paso; and R. K. Bertucci, Dallas. # #

Idea Clinic at St. Paul

A PANEL discussion and a workshop session were featured at the annual convention of the Minnesota Institute of Laundering and Cleaning held at St. Paul, January 16 and 17. More than 500 plantowners and their key personnel registered for the two-day program which included an exhibit presented by 19 allied tradesmen.

The following plantowners participated in a question-and-answer period after the luncheon on Saturday: Mack Wolf, Star Launderers and Cleaners, St. Paul; Todd Rau, Despatch Laundry and Cleaners, Minneapolis; Raymond Soleim, Zephyr Cleaners, Detroit Lakes, and Les Meyers, Meyers Cleaners, Glencoe. Roger Foussard, Model Laundry, St. Paul, was panel moderator.

On the future of shirt volume, the panelists agreed that it depends on developments in resin finishes during the next few years. Three of the plantowners favored synthetic cleaning machines over petroleum units because in their opinion operating costs are cheaper, manpower requirements less and drying time faster. The biggest factors affecting acceptance of coin-

operated drycleaning machines appear to be over-all upkeep of the equipment and the type of garments processed. Selling more diversified services—including rental of floor polishers and promoting household items—are two valuable ways for plant owners to increase volume during the Soaring Sixties, concluded the panelists.

Lectures to alternating groups and demonstrations of silk, wool and shirt finishing units were featured on Sun-

day. The instructors and their subjects were as follows: Dr. Dorothy Lyle, NID, "Current Garment and Fabric Problems"; A. (Dutch) Rothe, NID, "Tips For Synthetic Drycleaners"; John A. Ireland, Caled Products Co., "Households—The Hidden Goldmine."

Officers elected for 1960-61 are: president, Roger Foussard, Model Laundry, St. Paul; vice-president, G. Raymond Thiss, Lawlers Cleaners, Rochester, and secretary-treasurer, Les Meyers, Meyers Cleaners, Glencoe. George Samels remains as executive manager of the association.

—Harry Yeates



Highlight of convention was plantowner panel. Roger Foussard (left) moderated



For outstanding sales achievement "Oscars" were awarded to following New Jerseyites: Top row, left to right: Edmund Supancic, Hamilton Laundry, Rahway; Leo Kaluzniak, Emerson, Newark; William Leonard, Corby's, Summit; Charles Moeller, Majestic, Newark; Edward Biehler, DyDee Wash, Collingswood; Paul Lynk, Blue White, Staten Island; LeRoy Miller, General Diaper, Irvington. Bottom row, left to right: William Sands, Columbian, Newark; Seth Wetherall, Homestyle, Montclair; William Huelbig, Union-Imperial, Newark; "Miss Betty Best"; Daniel Healy, General Chairman, DSA program; John Surada, Brunswick, Jersey City; and George Purves, Fosters', Gloucester City

Highlight of New Jersey show included quality audit of finished laundry and cleaning produced by two state plants. AIL Director Arthur E. Gelnow, center, assists Mr. and Mrs. Vian Silliman of Bureau of Standards staff

Garden Staters Look Ahead

THE THEME of the 41st annual convention of the New Jersey Laundry and Cleaning Institute was "The Scintillating Sixties: A Challenge to Management."

More than 160 turned out for the one-day program at the Essex House in Newark, February 6, to find out how to answer the challenge.

The answer is quality. Jack Ireland, Caled Products Co., said it takes more than volume to increase business. "Too many plantowners worry about their competitors instead of concentrating on doing the work right as it should be done."

Mrs. Peggy Dwyier and Vian Silliman, president and executive director, respectively, of the Bureau of Laundry and Dry Cleaning Standards, gave a visual demonstration to prove our quality is not up to par and that it can be improved. They compared two specially prepared laundry and cleaning bundles as they came from a Bureau-member plant and a nonmember plant on the platform. Long before



the audit was completed, the audience knew which plant did which.

The answer is diversification. Judson Randlett, National Institute of Drycleaning, told how the Institute increased its volume by going into sideline activities. "We started to concentrate on household finishing. In the winter we go after motel, restaurant and school work. . . . We have gotten into flameproofing. . . . We also chase fire trucks for salvage business. We do draperies, rugs and lampshades. It all started," he said, "when we found out we were turning away almost as much work as we took in."

The answer is efficiency. James W. Zeising, H. Kohnstamm & Company, Inc., said the most important hidden cost is customer turnover. "It costs between \$15 and \$20 to get a new customer. So find out what the problem is and correct it as soon as possible." Another area where efficiency can be improved is in cutting down on "go-backs."

The answer is planning. Harry Cooper, The Prosperity Company, said you can plan for the future by looking at the past. Plot your population growth to date, wages, work hours and as many other factors as you can think of. Then extend the lines into the future. This will give you a pretty good idea of what to expect for the next 10 years or so. Then buy the most efficient equipment you can get that will fit these future needs. The trends today are (1) conversion from trucking to retail, (2) faster service, and (3) one-stop shop.

Profits, he said, should be based on money invested. One man can own his building, property and equipment and make 18.5 percent profit on a \$100,000 equity. Another can lease land, property and machinery; open 12 plants for the same amount, and get over 230 percent return on his investment.

The answer is new markets. George Isaacson, American Institute of Laundering, pointed out three bright areas for future laundry sales potential: (1) the teen-age market, (2) among working housewives, and (3) among the widowed and retired.

The answer is the "female image" But. A panel of professional women gave their opinion of the Professional Laundry's promotion of the "female image" as a means of increasing family laundry volume.

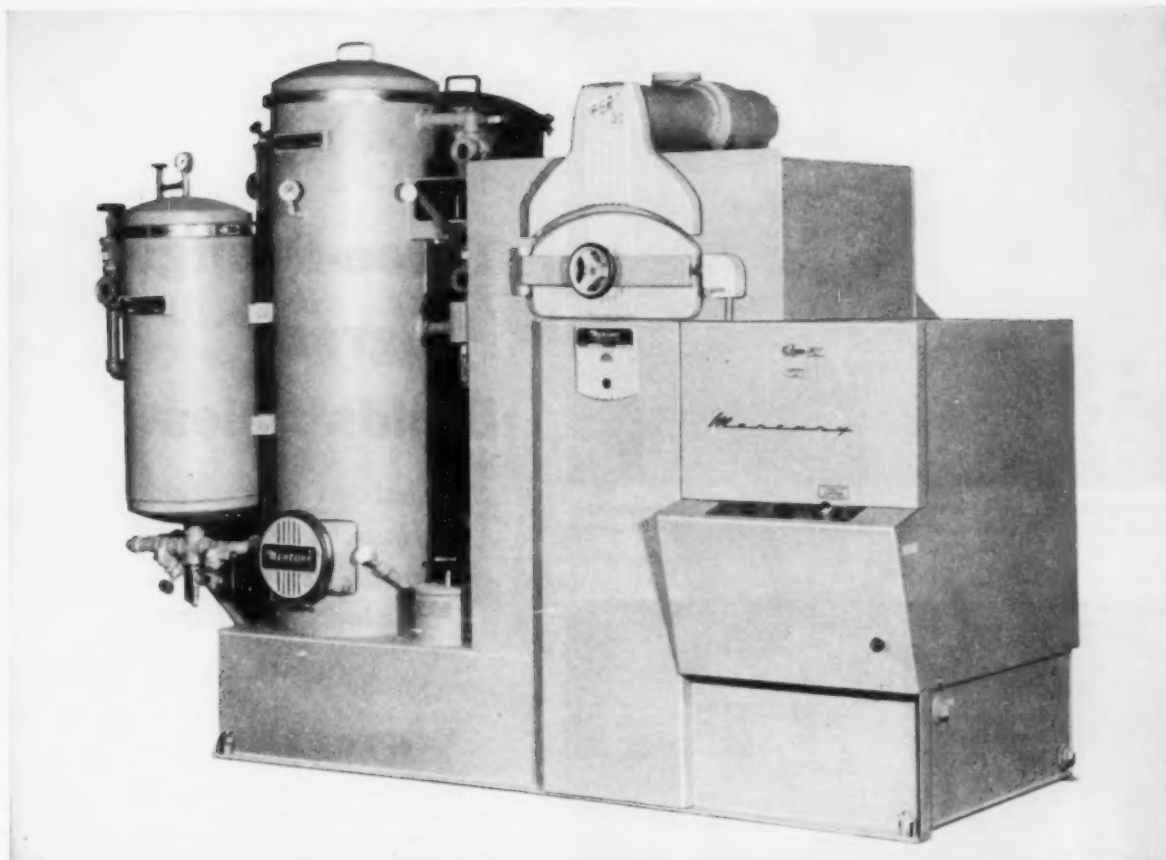
The panel included: Miss Melva Chesrown, public relations consultant; Mrs. Judith Keith Fitzgerald, PR consultant to the "Betty Best" program; Mrs. Mary Christie, manager Diaper Service Division, Consolidated Laundries, N. Y. C.; Mrs. Catherine Smith, director of PR, Excelsior Laundry, Indianapolis, Indiana; and Mrs. Peggy Dwyier.

These experts were in unanimous agreement that the concept of the "female image" was a good idea but that it couldn't do the job alone. It must be backed up by quality, merchandising, and interested managements who would give the program more than just token approval.

* * *

More than 300 persons registered for the sixth annual Distinguished Salesman Award Banquet which climaxed the all-day session.

Hal Marx is president and Harold Buckelew executive secretary of the New Jersey Laundry & Cleaning Institute.—Henry Mozdzer



MERCURY NUMATIC PER 50

MERCURY EQUIPMENT IS AVAILABLE ON OUR OWN LOW-COST LEASE-PURCHASE PLAN . . . WITH FACTORY SUPERVISED INSTALLATION

Per 50 is the SAME unit as delivered to U. S. Navy. There is nothing finer.

Dry load capacity 44-50 lbs. per load. \$2000 to \$2500 weekly volume.

2000 GPH Monel Tubular Filter . . . with backwash.

50 GPH Still. No "foam-over."

Marlow Centrifugal Pumps . . . big 3 in. dump line.

NEW smooth Mercury-Twin-Disc 2-speed transmission with fluid drive insures low maintenance cost.

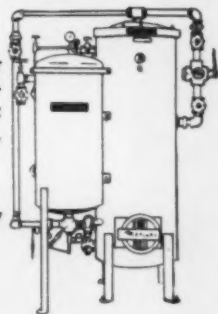
\$6750 list price of Per 50 includes Filter and Still. Clover-Leaf Muck Stripper is optional at \$690.

Hoyt and Huebsch Reclaiming Tumblers available.

PETROLEUM UNITS FOR 140-F OR STODDARD SOLVENT QUOTED ON REQUEST.

Mercury Clover-Leaf Muck Stripper and/or Monel Tubular Filter available for use with any make Perc unit. Saves soap, saves solvent, saves filter cleaning.

Over 4700 Successful Mercury Owners in 50 States



MERCURY CLEANING SYSTEMS, INC.

1817 Benson Avenue, Evanston, Illinois • DAVIS 8-0710



Parking lot sign carries changeable sales message, time and temperature. Recent addition of parking lot facilities boosted call-office sales 20 percent



Plant bridges stream for picturesque surroundings. Half the population of city passes on either side of the plant daily, making this a practical as well as esthetic location



Owner Frank Levey checks on appearance of one of the route trucks, which are kept spic and span. Combination white and lavender colors add to attractiveness of equipment

Three-Pronged Program Builds Sales

Customer acceptance grows through quality, sidelines and merchandising

By ART SCHUELKE

WHEN YOU RUN A PLANT with an annual volume of more than \$200,000, there isn't much time to reflect on the reasons for its success. But if Frank Levey ever stopped working long enough to reflect about his firm, Vogue Dry Cleaners of Mill Valley, California, he probably would agree on the three main ingredients that have built his business.

In Frank's case they are quality, complete one-stop service and sound merchandising. Let's retrace the history of the firm to see how the program came about. What happened is a sound pattern for any progressive-minded operator.

At the end of World War II Frank came out of the Navy as a machinist's mate. In 1946 his brother Phil and he decided to go into the drycleaning business together. Phil had an extensive background in the business, including a period as an instructor at the National Institute of Drycleaning at Silver Spring, Maryland.

The choice of Mill Valley for their venture was a wise one. This community lies just a few miles north of San Francisco and comprises middle-class and upper-income families. Their trading area ranges from 110,000 to 120,000 persons. A majority of the breadwinners work in San Francisco, and are raising their families in this beautiful suburban area.

The brothers took over an abandoned mill which straddles a stream

Make Money with the Original Repellent

People Prefer Old Friends!

What is your principal asset? Some people might suggest that your plant and equipment are your main asset, but you know better. You know that your principal asset is the good name you have made for yourself, and the customers who, as a consequence, come back.

In the water repellent field the big name is "Cravenette". You have known it all your life, and your customers have known it all their lives. It is a name that people trust. You will find that with this service more people

will want their garments reprocessed for rain repellency.

"Cravenette" enjoys public confidence because it is a quality service—spray ratings of 100 percent have been awarded by the finest of laboratories. Also you can get such results with either petroleum or chlorinated solvents, regardless of the method of cleaning you use.

You get a quality merchandising service, also, to help you sell. Send the coupon below and have us show you the possibilities.

The Cravenette Company, U.S.A.

60 Romanelli Avenue, South Hackensack, N. J.
HUBBARD 9-6775

*Since 1887 the world's leading producer
of water repelling preparations for garment fabrics*

WRITE - - - PHONE - - - WIRE

The Cravenette Co., U. S. A.
60 Romanelli Avenue, South Hackensack, N. J.
Gentlemen:

Please send me full information about your newest
water repellent usable with all types of charged systems

Name _____

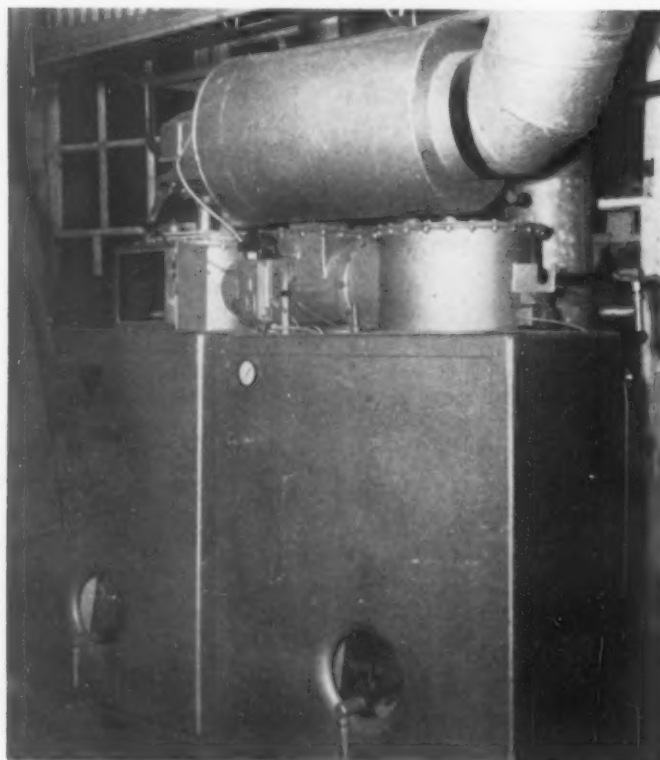
Company _____

Street address _____

City _____ State _____



Quality finishing in the shirt department is the same high caliber as practiced in the drycleaning department at Vogue



This solvent adsorber has doubled the mileage of perc for this plant

near the center of town. Frank became the routeman while Phil did the cleaning and spotting. Two other people took care of finishing, free repairs, assembly and the counter work.

Even though they started from scratch, the plant soon began to grow. For one thing, after the war the community had been getting poor delivery service, ranging from one week to 10 days. Vogue Cleaners offered three-day service right off the bat. And with that, it gave quality. Free repairs and careful finishing with touch-ups, plus a top cleaning job got the plant off the ground in a hurry.

Shirts head sidelines

The business was built on quality work and that policy has never changed. But that isn't the whole story. Sidelines enter into the picture, too. As far back as 1947, one year after the plant opened, the brothers saw the need to go into shirt laundering. They installed equipment at that time, the first cleaners in the area to do so.

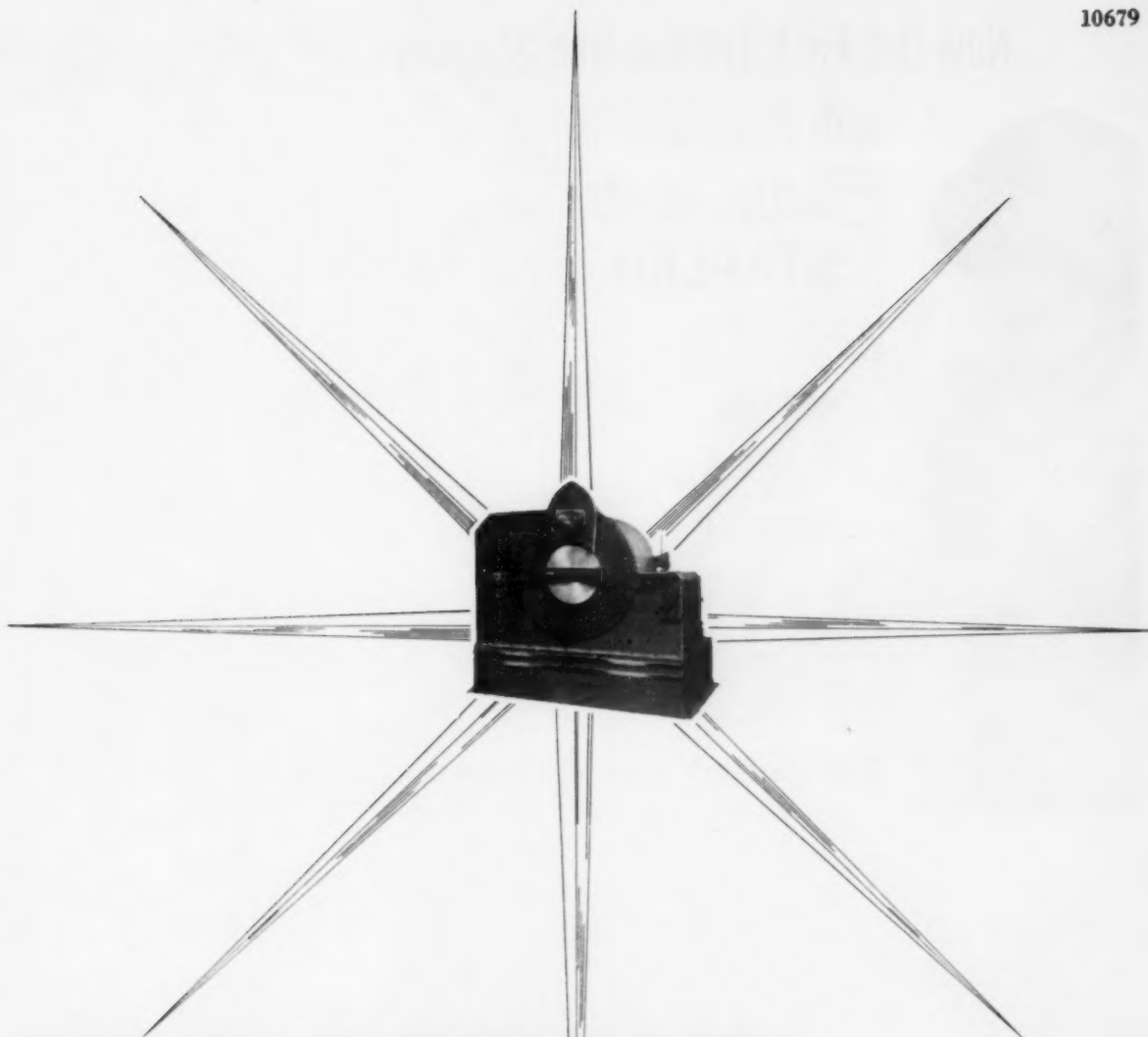
Today they do about 2,500 shirts a week average on a two-girl unit. They use conventional presses except for a cabinet sleever. As in the case of drycleaning, they turn out top quality work in the shirt department.

While this next statement comes under the heading of merchandising, we mention in passing that the shirts are finished with a semiflat collar and are put in a poly bag. There is no other inner packaging. When this idea was put into effect, the customers immediately "bought" it. The saving to the firm in inner packaging is important. Outer packaging consists of a shell and a paper bag. At 33 cents a shirt, there is a good margin of profit for the plant.

Other sidelines are pushed as well. They offer family laundry service which is farmed out to a laundry plant. In connection with drycleaning, mothproofing and waterproofing plus paid repairs add to the plant's revenue. Frank Levey believes in holding the line on base prices, but to upgrade each order with these extra services.

The two route salesmen and the counter help at the main plant and three branch stores all do a suggestive selling job on these services. If they happen to miss, the markers have been trained to bring this to their attention and a follow-up call is made to the customer. This is especially true of paid repairs.

The plant also offers pillow cleaning with new ticking. Volume on this



WASHHEX...

synonym for

Quality

in petroleum or synthetic dry cleaning

Wherever dry cleaning equipment is known and appreciated, the Washhex name has become an accepted synonym for the finest...

its engineering and design... the steady power of its performance... its durability under the grind of daily production... all are the result of Washhex unending search for quality.

An hour's visit to a Washhex equipped plant will prove it!

Why not accept your Washhex distributor's invitation to visit a nearby plant or simply attach this ad to your letterhead for more information.

WASHHEX MACHINERY CORPORATION 192 BANKER STREET, BROOKLYN 22, N. Y.

Now Get Fast, Trouble-free Stapling

with ARMA's Electra-matic STAPLER

Pittsburgh Tag Co.'s new Model E-159 Electra-matic Stapler is a *must* for dry cleaning and laundry plants which demand fast, trouble-free stapling of tags to garments.

This lightweight (only five pounds), rugged, portable stapler is so easy to use that even a child can operate it. It's less than four inches wide, holds almost any size tag, can be loaded easily in seconds and will drive home as many staples as needed. The handy ARMA Electra-matic Stapler can be adjusted easily for various types of clothing and paper work. It is also available with an easy-to-use foot control pedal.

Look into the advantages of this economical stapler today. Write for literature or see your jobber.



Pittsburgh Tag Company

1112 Galveston Avenue • Pittsburgh 33, Pa.

is not spectacular, but steady. About twice a year the plant runs a special on pillows at a slightly reduced price. The service is featured in all ads and by the selling personnel. The last two-week drive on pillows brought in 190. One way the route salesmen promote them is to phone the customer to be called on that day the first thing in the morning before they leave the plant. Thus the housewife can have the pillows all ready when regular drycleaning work is picked up or delivered.

Equipment and rental

Another sideline that has paid off handsomely is the rental of on-location rug and upholstery cleaning equipment. The rental charge is \$6 per day plus the cost of the detergent. The latter sells for 50 cents per package. The minimum quantity used is four packages, while the average order takes from six to eight. One unit of equipment grosses the plant between \$1,200 to \$1,400 a year.

An interesting sidelight was revealed concerning this rental equipment. The young wife of an Air Force man stationed at a nearby base sends her husband's cleaning to the base.

However, since she used the rental equipment from Vogue, she now sends her own nice dresses there. She feels anyone that offers such complete service, and has equipment to do such fine work is certainly the place to send the garments she cares for the most. (Vogue will be doing the husband's work now, too. The firm just bought the plant at the air base!)

We have already touched upon a couple of merchandising ideas used by Frank Levey, such as good shirt packaging and telephoning ahead for pillow cleaning business. But that's only the beginning. Going back to packaging, the firm has long used the distinctive colors of white and lavender to identify the plant. The combination, with its feminine appeal, is carried through all packaging, the paint job on the trucks, letterheads, mailing pieces and salesmen's calling cards.

All drycleaning and shirt laundering orders are placed in cloth bags in the presence of the customers, whether they come to the call office, or deal with the route salesmen.

The two salesmen on the routes have been with Vogue for about nine years and are excellent at their profession. They both work closely with

moving firms, newspaper delivery companies and dairy salesmen in their areas. They are among the first to know of new residents to the community. They have worked out a reciprocity deal with these other men which works to their mutual advantage.

To show how interested they are in their work, one of the men, who has a flair for artwork, designed clever posters of moths eating away at fabrics. These are hung in the call offices and help the counter girls do a suggestive selling job on this sideline service.

Here is another example of the farsightedness of owner Frank Levey. He believes in route selling. He knows the importance of personal selling. Here are his own words: "The salesman at the door has a wonderful chance to sell. I wish I had all routes."

Advertising program

Of course, he backs up his sales force with a sound, continuous advertising campaign. He budgets about 5 percent of gross sales for this purpose. He runs a third-page ad in the classified section of the telephone directory, the largest he is able to buy under the terms of sale for that space.

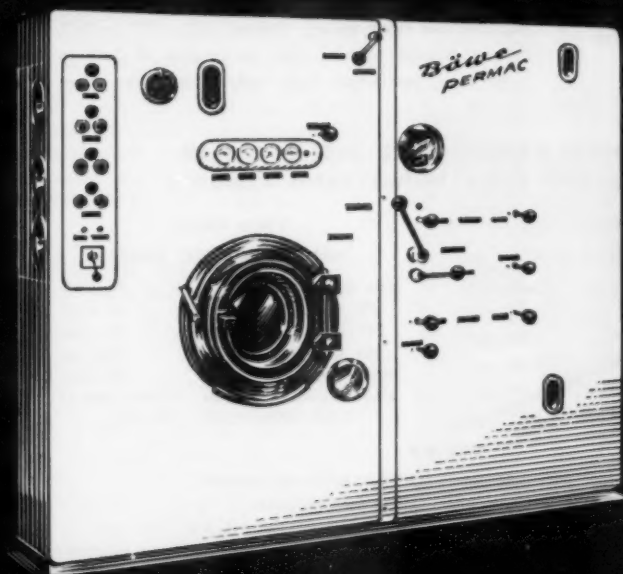
He runs two ads a week in the newspaper that blankets the county in which the plant is located. On Tuesdays the ads average three columns by 10 inches long. In the Saturday supplement of that paper the ads average one column by 14 inches in length.

Frank also uses button tags, bundle stuffers and invoice stuffers intensively. Invoice mailings are a big item here since 25 percent of the gross volume is in charge account business. On the routes the percentage soars to 75 percent. In addition to the two routes the firm has grown to include three branch offices outside of Mill Valley. These are located at San Rafael, Belvedere and Sausalito, all within a few miles of the main plant.

One of these branches is semi-activated to handle an important sideline. Here a portion of the space is leased free to an expert reweaver. In return for this consideration, Vogue receives favorable prices on the reweaving jobs that come in from the other branches and the routes. In turn, any work that this man picks up direct is cleaned by Vogue for which it receives revenue for the cleaning.

Included in the advertising plans at Vogue are a series of "Vogue Value Days" on which sales are offered for a maximum of two weeks. The items selected are never bread-and-butter suits and dresses. Rather, the sales are

Internal Beauty



♦ The Permac is the world's most beautiful drycleaning unit. No one denies this. But take a look at Permac from the inside and you will see that Permac's beauty is not skin deep. The amount of advanced engineering and equipment its manufacturers have put into the Permac would stagger the imagination of the finest watchmaker. For example:

♦ Housed in the trimmest, most beautifully styled body made is Permac's automatic self-cleaning filter that gives you two complete changes of solvent in your washer every minute. Made completely of metal, the Permac filter has no nylon or cotton bags. And it is water-jacketed to control solvent temperature.

♦ Also contained in the Permac is a non-corrosive, plastic enamel-lined still that gives you constant distillation or can be run once a day, as you prefer. The Permac still has a built-in steam sweep that cooks every last ounce of solvent out of muck . . . until it is bone dry.

♦ Automatically piloted by Permac's ingenious "Guided Electronic Monitoring" system that lets you custom-control every load scientifically, more than a dozen other major design achievements are housed in as small a space as 2'6" x 6'10".

♦ Its beauty, its advance engineering and design, its amazing compactness, have made Permac the world's most widely-used synthetic unit . . . truly the gem of the drycleaning world.

American Permac, 48 Merrick Rd., Rockville Centre, N. Y.
Pinnacle Products, 2743 North Western Ave., Chicago 47, Ill.
Carman Machinery, 62 Montvale Ave., Stoneham, Mass.
West American Permac, 1300 Douglas, Los Angeles, Cal.
Stebbins Mfg. & Supply, 1735 Blake St., Denver, Colo.

**AMERICAN
PERMAC**
its beauty is rivaled only by its performance

PRICES SLASHED nearly 50%

on HAMPER STORAGE BOXES



RUGGED DESIGN — triple sides, single piece construction, assembles from flat in a few seconds without staples, clips or any type fastening. Double wall construction at all points of stress.



ATTRACTIVE — beautiful outside linenweave finish with modern 2-color printing gives unusual consumer appeal. No metal rivets to rust or snag.



CONVENIENT — Attached hinge flip-top lid makes hamper box easy to fill, easy to empty. Conveniently packed 25 to carton.



BIG BUT NOT "BOXY" — Roomy enough to hold dozens of garments, yet it takes less than 2 square feet floor space. Stands 13" x 19" x 26". Strong enough to hold over 40 pounds of clothing with ease, yet empty box weighs less than three pounds.

THE NEW HAMPER IS 2 INCHES TALLER
Nearly 500 Cubic Inches Extra Capacity



1959 PRICES

HAMPER STORAGE BOXES

~~| | |
|--------------|-------------|
| Less than 50 | \$1.00 each |
| 50 to 99 | 1.50 each |
| 100 to 249 | 1.40 each |
| 250 to 499 | 1.30 each |
| 500 to 999 | 1.20 each |
| 1000 and up | 1.15 each |~~

1960 PRICES

HAMPER STORAGE BOXES

Less than 100	\$.85 each
100 to 249	.80 each
250 to 499	.75 each
500 to 999	.72½ ea.
1000 and up	.70 each

HAMPERS PACKED 25 TO CARTON — MINIMUM ORDER 25
F.O.B. WAREHOUSE CHICAGO

TERMS

10 DAYS NET (NO DISCOUNT) TO WELL RATED ACCOUNTS
OTHERWISE CASH WITH ORDER — NO C.O.D.s

SEND YOUR ORDER TODAY!

THESE HAMPER NOT AVAILABLE THROUGH JOBBERS

REQUEST FOR SAMPLES

☐ Please rush complete samples of your New 1960 — Box Storage Promotional Material and Supplies.

ORDER FOR HAMPER STORAGE BOXES

☐ Please enter our order for _____ (QUANTITY) New Hamper Storage Boxes @ _____ each — TOTAL _____

Company _____
Street _____

☐ Ship Open Account

By _____
City _____

☐ Check with Order

Foster Stephens, inc.

310 SOUTH CHRISTIANA AVENUE

CHICAGO 24, ILLINOIS

confined to cleaning of neckties, pillows and similar items. The base price on suits and dresses is \$1.89 cash-and-carry; \$1.98 on the routes. Of course, upgrading the service on these through paid repairs, mothproofing and the like raises the average ticket.

Today the plant is owned solely by Frank Levey. A little over two years ago he bought out brother Phil who now operates a smaller plant in another locality. From the original four people, the crew has grown to where it now numbers 27. The majority are long-term employees. There has been a minimum of turnover because Frank Levey treats his help as he does his customers.

Each employee has a life insurance policy of \$2,000 plus his own health and welfare policy. Both are paid for by the company. Extra coverage for family protection is paid for by the employee at a nominal cost. After one year there is a week's vacation with pay; two weeks paid vacation after three years of service.

The plant is light and airy and conveniently located. The equipment is either new or in good repair, another morale factor. The employees also get the garments worn at work cleaned free of charge, plus an extra 50 percent discount on other garments that they wear away from the plant.

All in all, the sound methods used by this plant have proved their worth. They can serve as a guide for newer plantowners and perhaps spark a few oldtimers fallen into a rut. # #

AUTOMATIC RECORDER

Continued from page 66

day. As a rule, the plant runs anywhere from 10 to 12 loads per day in each washer.

The recording machine was connected to the automatic timing device in back of the washer. The unit cost \$65. It enables management to monitor the operation of the washer at any time during the week. Chronologically marked tape from a 250-foot chart-roll continuously moves through the instrument. It records the time and length of every "on" and "off" period of the washer.

The running time of the washer is impressed on the tape. When the cleaning cycle is completed (normally around 58 minutes), the timer also records the amount of down-time. This makes an easily read, permanent record of production. Each roll is indexed in numerical order every 24 hours on 1-inch-per-hour tape. The chart runs as long as four months without change.

The elapsed-time meter is driven by a motor independent of the chart

drive. It is coordinated simultaneously with a recording stylus. The stylus operates electrically on a solenoid and does not use ink for marking. By lifting the front cover of the unit, notations or causes for down-time can be made on the tape. The unit includes a knob for setting the chart to the correct starting time each day.

The timing device is also a valuable asset for a plant operating with manually operated machines, said Mr. Plous. Sometimes washers are run for shorter lengths of time than required to produce a top-quality job. By installing a timer, management can record the running time and accurately judge the quality of each load processed in the manually operated cleaning wheel.

The unit also affords a closer check on maintenance costs. Analysis of the time totalizer furnishes the plantowner with a sound basis for cleaning, overhauling or replacing parts or equipment on the cleaning unit.

With the installation of the measuring unit, the plantowners stepped up the tonnage. It immediately revealed that the machine had plenty of capacity—and it provided a better way to check the crew more thoroughly. Management now has an authenticated proof of their activity all day long.

Spic and Span uses similar principles to register and record a log of activity on delivery trucks, boiler pressures and water temperatures. "We're so satisfied with results in our

can you finish pants for **3 TO 4¢** a pair?



Here's What It Does

1. Takes the "skill" out of pressing pants.
2. Cuts training time to 5 minutes.
3. Automatically produces high quality.
4. More than doubles previous production in most cases.

Here's What They Say

"I average over 60 pairs of pants per hour, for a full day . . . feel less tired . . . turn out higher quality."

ELLERY TAYLOR, presser, Alberts Cleaners
Cedar Rapids, Iowa

"We have increased volume yet reduced our payroll 22%."

GUY EUSTICE, Thoro Dry Cleaners—Fur Service
Watertown, South Dakota

FORSE

1530 W. 2nd St. • ANDERSON, INDIANA

... that's all it's
costing owners
of the New Forse
Automatic Pants
Finishing Unit

Yes—actual case histories prove the all-new Forse Automatic Pants Finishing Unit cuts pants finishing costs almost 50% . . . gives you a quality job for 3 to 4¢ per pair . . . and does it with *unskilled* labor!

Send for your free copy of "The Cedar Rapids Profit Story" . . . full details on how one progressive cleaner grosses almost \$300,000 annually, with only 29 employees.

FORSE CORPORATION

1530 West Second Street, Anderson, Indiana

Send me, without obligation—

☐ The Cedar Rapids Profit Story

☐ Full information about how the new Automatic Pants Finishing Unit Saves Labor

Name _____

Company _____

Street or Box _____

City, State _____

Collar Comfort

SHIRT LAUNDERING

with that

"EXECUTIVE LOOK"

Here at last one collar protector for every type shirt.

Protects the collar from presser to dresser . . . Locks in place in just a second . . . Gives proper shaping for Inner Collar Comfort . . . Permits more shirts per package . . . more room in dresser drawer . . . Eliminates sloppy 'hangar' delivery of sport shirts. Designed for Starch or No-Starch collars, it gives every shirt that neat, fresh "Executive Look" . . .

the NEW DeLuxe EXECUTIVE STAIZ



- NO COLLAR CREASES
- NO COLLAR POINT CURL
- NO COLLAR FRONT FOLDOVER



TIME SAVERS, INC.

La-down COLLAR FORM-R produces
The Crush-Proof-Collar —
The HEART of COLLAR COMFORT
Shirt Laundering

83-99 WALNUT STREET
MONTCLAIR, NEW JERSEY



cleaning room that we plan on installing the timeclock on our other washers in the near future," commented Mr. Plous.

If you are confronted with hidden costs and wasted time in your cleaning room, this device might solve the problem for you, too. # #

RESPECT ELECTRICITY

Continued from page 64

ground rod is driven into the earth. Fig. 5 shows the effect of depth and Fig. 6 shows the advantages of treating the ground with chemicals to affect a moist condition. Furthermore, the more ground rods you use around the building, the more effective your installation (Fig. 7).

Every so often it pays to have some

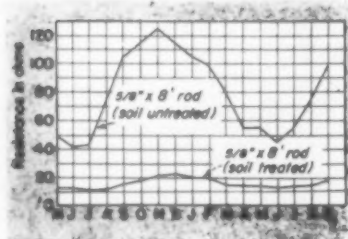


Fig. 6. Chemical treatment of soil reduces seasonal variation in ground resistance

outside engineer or electrical contractor run some tests on your ground system. Frequently you will find the weather and corrosion attacks have eaten into the ground clamps or dried up the earth.

We have seen many plants tie their plant ground circuits into the water main. The only objection to this is that usually there is only one water connection into the building and it is not of too large a size. A serious ground could push some strong electricity surge through the water line and for a second or so the line itself could be downright uncomfortable if not disastrous.

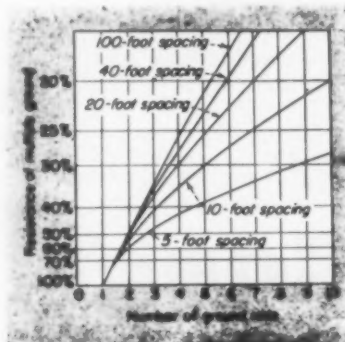


Fig. 7. Multiple-rod ground connections cut resistance. Rod spacing is factor, too

The ideal equipment grounding system (and we stress ideal because few even very large industrial plants are this perfectly protected) employs the following arrangement.

A ground mat is installed outside and buried in the ground. This mat consists of stranded copper conductors, crisscrossed and electrically interconnected — that means, physically clamped together wherever they cross. At points within and around this area there should be driven ground rods of sufficient length and spacing to obtain a low ground resistance. (This particularly applies to petroleum plant washers, extractors and tumblers.) Then to this mat you should tie in all the plant's steel columns and metal equipment.

Furthermore, within the plant itself and running around its outer walls and maybe down the center aisle, if the plant is that large, copper conductors should be stranded that go outside and tie into this ground mat. All the plant service piping, water mains, electrical conduit lighting panel boards should be connected into this ground loop. # #

BAILEES' INSURANCE

Continued from page 54

Proper grounding

Many plantowners feel that if the frames or shells of the washers and tumblers are grounded, they are properly protected. The real problem lies within the baskets of this equipment. The frames of the units are grounded through the electrical connections. But the mechanical action within the baskets, the clothes rubbing against each other and against the sides of the basket, generate static electricity. Therefore, these units should be grounded off the end of the shaft. For proper grounding, the copper wire should be attached to a copper stake or equipment driven 3 feet into the earth.

Separation of boiler and cleaning rooms

In any case, the boiler room should be physically separated from the plant, whether petroleum or synthetic solvent is used. The walls and doors should be of approved fire-resistive material. In petroleum plants it is also necessary to have the cleaning room partitioned or walled off from the rest of the plant.

While this does not apply in pet plants as a basic requirement, still, the more partitions between work areas, the better the chances of restricting fires to smaller areas. It's

something to think about if you are planning new outlets or plants.

Covered waste containers

Accumulation of oil-soaked rags, waste and other combustible materials creates a serious fire hazard through spontaneous combustion. They should be disposed of as soon as possible. In any event, while they are in the plant they should be kept in covered metal containers. The insurance inspector will be on the lookout for any violation of this practice. If the rule isn't heeded, it can cost you extra money on your bailee rate. This is a seemingly small thing, yet a very important one.

Burglar alarms

A proper alarm system can mean an appreciable saving for you in your insurance costs. The right setup will protect all accessible openings. There are two types of systems; the local gong type and the kind wired to a central station (police station, a private detective or watchman service).

Which of these two types you install depends upon local ordinances and requirements. Check with your insurance agent to get proper protection and lower costs for you.

Front-door deadlock

This type of lock is a must on the front door. A deadlock is one that has two cylinders and must be unlocked with a key from either side. It's good to have one even on the back door, but the insurance companies are satisfied if your front door only is so equipped.

Back or side doors should be equipped with bolt locks that can securely lock the door from the inside. You may have local regulations concerning doors as fire exits that may affect this recommendation. Be sure to check.

The same thing applies to the suggestion that side and rear windows be protected by iron bars or grills. Some areas demand that such coverings be unlocked during working hours to provide fire exits.

As we said in the beginning of this article, by all means arrange for a review of your setup by your agent. The conditions that exist have a definite bearing on your fire rate, which in turn dictates your bailee costs. Of course, you can skip the project and go merrily along as in the past. The only thing is that you are paying extra premiums, day in and day out, for deviations. On top of that, there is the risk of a major fire or theft unless you take preventive measures. # #

N.I.D. NEWS

Fabric Information: Fabrics—Fashions FF-61, called "Handling Acrilan-Rayon Work Clothing," explains how to clean and care for soiled, oily work clothes and points out the potentials of this market. FF-62, "Handling Ondulé Rayon Drapery Fabrics," and FF-63, "Foam-Type Interlinings," discuss cleaning methods for these two new fabrics.

Two other new fabrics are treated in recent NID bulletins: "Sculptured Velvet," FF-65, and FF-64, "Handling Metal-Insulated Drapery Fabrics."

Post Ad Follow-up: The National Institute of Drycleaning plans to run a second ad across two pages of a late June issue of *The Saturday Evening Post*. This ad, which follows the institute's prestige ad in a February issue of the *Post*, will tell the benefits of having wash-and-wear drycleaned.

#

Associate Conference Graduates: Eight students from five states recently completed the 12th week-long edu-



"In Hopewell . . . TickeTag Saves Work . . . helps keep Customers happy!"

Say The Vergaras, Owners • Vergara's Royal Cleaners • Hopewell, Va.

In large and small cities, TickeTag is proving itself daily. TickeTag is the easy way for positive identification of dry cleaning and of laundry. TickeTag eliminates hectic hunting periods and disgruntled customers.

TickeTag 4-in-1 forms provide:

- 1—Customer's Receipt
- 2—Office Record
- 3—Customer's Invoice and Plant Assembly Check

- 4—Six, seven or eight Pre-numbered Tags (all with identical numbers)

NO EXTRA CHARGES FOR:

- Printing your name and address.
- 10 Colors of wet-strength stock available.
- Starting and stopping of numbers.
- Prefix before numbers for store outlet or driver's number.

Your jobber has all the details; or write for TickeTag samples.

TICKE TAG

4 IN 1 IDENTIFICATION SYSTEM

510 N. Wrenn St., High Point, N. C.

Please send me TickeTag samples and full information.

Name _____
Address _____

First-Class DYEING* Fast By-Mail Service



*Also...

**SUEDE and LEATHER
CLEANING**

REWEAVING

FLAMEPROOFING

Write for our trade price list

TRU COLOR DYE WORKS, Inc.

24-47 44th Street, Long Island City 3, N.Y.



Michael V. Ottati, Avon Cleaners, Schenectady, N. Y.; Sandra Stork, Joe Stork Cleaners, Godfrey, Ill.; Dave A. Galan, Parkview Cleaners, Ltd., Kingston, Jamaica, B. W. I.; William G. Morris, Globe Cleaners, Torrington, Conn.; Terry Johnstone, Miller Cleaners, Burlington, Iowa.

Members shown in the back row are (left to right): Jerry J. Soupal, Soupal's Cleaners, Owosso, Mich.; Donald Price, Price Cleaners, Bridgeton, N. J.; Richard Dolbeer, Rapid Rabbitt, Inc., Springfield, Ohio; Dave Spensley, D. J. Cleaners, Waterloo, Iowa; James Bowers, Parisian Cleaners, Inc., Lynn, Mass.; Jerry Ritchie, Ritchie Cleaning Company, Rockport, Ind.; Capt. Paul Drake, Marine Corps Air Station Laundry, Cherry Point, N. C.; Richard Mowers, Star Dry Cleaners, and Tailors, Batavia, N. Y., and Harold Newcomer, Marvel-S Cleaners, Seattle, Wash.

ASSOCIATION NOTES

Continued from page 29

In the NCA Schenectady chapter elections, John Yanis was elected president. Former president Joseph Ottati is now vice-president. Mario Iovanelli has been elected treasurer and Irving Spitz secretary.

##

Guild President: Don Frye, Tremont Cleaners, Columbus, Ohio, has been elected president of the Dry Cleaners Guild of Columbus. Other officers are: Art Burget, Rainbow Cleaners, vice-president; Elliott Barnhill, Tri-Village, treasurer; Erma J. Rogers, secretary.

##

New Orleans Officers: Recently elected officers of the New Orleans Laundry and Cleaners Association are: James Livaudais, president; August "Gus" La Nasa, vice-president; Julian Mistretta, secretary-treasurer.

##

International Elections: The CITEN (Comité International de la Teinture et du Nettoyage), Paris, France, recently elected the following officers: J. F. Sallenave of France, president; H. Würth of Germany, who is also president of the International Technical Committee, first vice-president; J. Mayer of Austria, second vice-president; G. Bakalowicz of France, secretary-treasurer.

Former presidents of the international drycleaning group who were named presidents of honor are: A. Losfeld, Belgium; R. Mans, Switzerland; J. Lottgering of the Netherlands.

ational conference for associate members of the NID.

The graduates, shown left to right, are: Charles O'Donnell, Ace Cleaners,

Rogers, Jr., Wallerstein Company; Warner Moser, Davis Supply Company, Flint, Mich.; Romaine Fielding, Romaine Fielding and Associates, Los



Orlando, Fla.; Donald Babcock, Wallerstein Company, Staten Island, N. Y.; Robert Kent, Stauffer Chemical Company, New York, N. Y.; Ervin

Angeles, Calif.; James Wade, Davis Supply Company; James Mahood, Huebsch Manufacturing Co., Milwaukee, Wis.



Complete General Course: Seventeen students from 14 states and Jamaica, B. W. I., recently completed the 108th 12-week course in drycleaning practices.

From left to right (front row):

Terry L. Jackson, Jackson Dry Cleaners and Launderers, Columbus, Neb.; Wade Elam, White Way Laundry Co., Nashville, Tenn.; Capt. James D. Chandler, USMC Supply Company, Service Battalion, Quantico, Va.;

NEW PRODUCTS AND LITERATURE

Continued from page 14

34 pounds per load. A 1,500 g.p.h. tubular backwash filter is included in the unit.

For further information write to Midwest Machinery Company, El Reno, Okla.

Spencer Synthetic Units

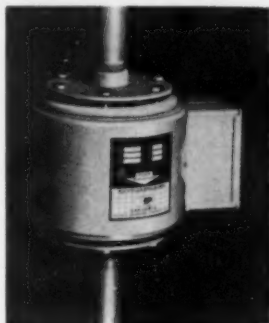
Spencer synthetic drycleaning units, in 40-, 60- and 100-pound dry weight capacities, which can be operated either hot or cold, are now being distributed in the United States. Spencer units are made by Neil & Spencer, Ltd., of Surrey,



England, and are in use in over 35 countries.

Further details may be obtained from the exclusive Amer-

ican distributors. Write Mr. F. C. Lewis, J. P. Spencer Corp., 173 Summerfield St., Scarsdale, N. Y.



Leakproof Pump

A compact leakproof pump has been developed for commercial and industrial use by Dynapump Division, Fostoria Corporation. The new unit, Dynapump Model 670E, will handle up to 1,500 g.p.m. and produce heads up to 20 feet.

For more information write to Dynapump Division, Fostoria Corporation, P. O. Box 35-5, Huntingdon Valley, Pa.

All-Purpose Spotter

E-Z-Duz-It, a new general-purpose spotter, has been introduced by the Dixo Company which claims that the spotter is effective in the removal of over 50 types of stains including

paint, lipstick, coffee, ink and sweet spots. The new spotter is intended for use with all fabrics.

For further information write Dixo Company, Rochelle Park, N. J.

NEWS FROM THE ALLIED TRADES

Continued from page 37

New I-H Parts Depot

International Harvester Company, Chicago, Ill., will build a new motor truck parts depot on a 30-acre site south of the Fort Wayne motor truck engineering department and laboratories in Fort Wayne, Ind.

The depot will receive, package and store truck service parts received from the company's Fort Wayne Works, Springfield, Ohio Works, Emeryville, Calif. Works, and Metropolitan Body Company, Bridgeport, Conn., an I-H subsidiary. This master depot will supply the company's existing 12 parts depots with truck parts requirements.

Eagle-Picher Sales Meeting

Area managers of the Celatom Products Department of the

Eagle-Picher Company, Cincinnati, Ohio, recently held a four-day sales meeting in Cincinnati.

Representatives from all over the country attended the meeting which was held under the joint direction of Glen J. Christner, vice-president and general manager of the organization's Insulation Division, and Robert Shirley, national sales manager of the Celatom Products Department.

Distributors Organize

The Central Distributors Council, 147 Auction Ave., Memphis 5, Tenn., was recently organized by a large group of distributors of laundry and drycleaning supplies, for the general improvement of the industry. F. E. McCleary is executive director.

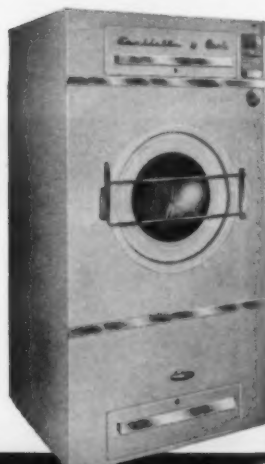
The council's territory in-

WASHERS • EXTRACTORS • DRYERS

MORE PROFITS FROM YOUR SHIRT LAUNDRY OPERATION WITH LAUNDRY EQUIPMENT by COOK



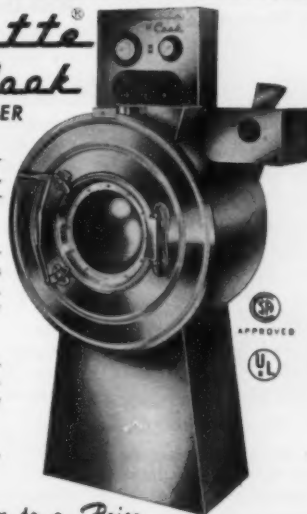
Tumblette[®] by Cook 37 x 30 DRYER



- ✱ Give wash-n'-wear customers fast, efficient service; increase production and income.
- ✱ High tumble basket gives gentle action — wash-n'-wear garments need only minor touch-up.
- ✱ Temperature completely flexible; thermostatically controlled — high volume air flow.
- ✱ Permanent type perforated steel lint cylinder built to last life of dryer, no costly replacements.
- ✱ Built in safety features protect laundry load.



Washette[®] by Cook OPEN END WASHER



- ✱ Keymatic control — change time sequence, water level, temperature at will.
- ✱ Shirt production increases with Washette's fast action washing. Produce more loads per day.
- ✱ Washette has quick-change formula dial — handles ANY laundry situation.
- ✱ Available with supply injector.



Built Up to a Standard—Not Down to a Price

For illustrated brochure, name of nearest distributor, write . . .



COOK

4301 S. Fitzhugh Ave.

MACHINERY CO., INC.

Dallas 26, Texas

Telephone HAMilton 1-2135

Manufacturers of the Only Complete line of Open-end Washers

THE **STORAGER** LINE by **GUARDIAN**



FULL TELESCOPE BOX
SUITABLE FOR
HOUSEHOLD EFFECTS
SIZE: 36 x 22 x 8

Sold through distributors
from Coast to Coast
Write for Brochure

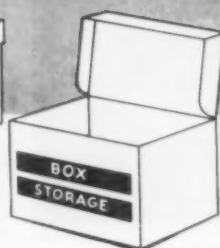


HAMPERS

ONE OR TWO PIECE
Size: 27 x 15 x 19½

FOR BOX STORAGE

Free Advertising and Promotional Material



"BOOK" by GUARDIAN

A keepsake box for wedding gowns.
One piece construction - Gold colored
corrugated board - Easily set up.

\$ 3.50 per box F.O.B. N.Y.

GUARDIAN BETTER-PAK CORP. 84 JUNIUS ST., • BROOKLYN 12, N.Y.

cludes Pennsylvania, West Virginia, Ohio, Michigan, Indiana, Wisconsin, Illinois, Minnesota, Iowa, North and South Dakota and Nebraska.

Cooper Named Consultant



HARRY G. COOPER

Harry G. Cooper has been appointed special consultant to Fred I. Courtney, president of the Prosperity Company, a division of Ward Industries Corporation, Syracuse, N. Y. In his new position, Mr. Cooper will address trade organizations and advise on company products and development.

Mr. Cooper has been associ-

ated with the industry for 47 years, since 1928 with Prosperity, and has designed and developed many new types of equipment.

Mail-Order Leather Service

Three firms across the country are now offering mail-order suede and leather cleaning and refinishing services to drycleaners. The three firms are: Certified Accessories Cleaners, 642 N. Robertson Blvd., Los Angeles 16, Calif.; Wardrobe Service, 2425A McGee, Kansas City 8, Mo.; and Custom Hellenizing Leather Process, 310 Prospect St., Trenton 8, N. J.

Services provided cleaners by these three firms include complete sales aids, self-sealing shipping containers, labels, price lists, window signs and ad mats.

Dyers Elect President

Gabriel Illovsy, president of Master and Tru-Color Dye Works, Queens, N. Y., was elected Guild president at the recent annual conference of the Garment Dyers Guild of America. The new vice-president is Ernest Gecz of Paul Dyeing Company, Newark, N. J.

Outgoing president Leon

Teichner was presented a special Guild citation for his long service to the dyeing trade.

Water Conditioning Merger

L * A Water Softener, Inc., of Glendale, Calif., and Water Conditioning, Inc., San Gabriel, Calif., have merged. The new corporation, known as L * A Water Conditioning, Inc.,

is located at 1007 Airway, Glendale.

President and general manager of the new firm will be N. A. Wynhausen, while Paul Wynhausen, former L * A head, becomes chairman of the board. Charles Fisk, formerly president of Water Conditioning, will be treasurer. Vice-president is S. C. Solomon and secretary Eugene Schmidt.

Sanitone Rates Cleaners on Virginia TV



E. W. McNerney of the advertising department of the Sanitone Division of Emery Industries, Inc., Cincinnati, is shown above with Mrs. Ann Howard of the "Panorama" pro-

gram on WDBJ-TV, Roanoke.

Mr. McNerney used the chart shown in the picture to illustrate his talk on what constitutes the difference between good and bad drycleaning.

Duplex Appoints Three

Duplex Corp., Brooklyn, N. Y., has appointed three new representatives. Al Rizk will represent the company in the Albany area from his office in Colonie, N. Y. Charles Cleary will handle the Boston, Mass., area, and William J. Bennet will be the firm's sales representative in the Buffalo area.

New Permac Manager



HENRY N. SCHUSTER

Henry H. Schuster has been named as general sales manager of the Permac Division of Pinnacle Products Corp., Elmsford, N. Y.

Mr. Schuster, who has 25 years of experience in plant management, will work with Permac jobbers and representa-

tives throughout the Midwest, the Gulf and Southern states.

Sid Bodell will direct sales in the metropolitan New York area.

The Line Forms on the Right



Five members of the American Laundry Machinery Company's Cincinnati factory line up to receive their awards from Harry W. Knox, manager of the factory. The men are winners in

the company's 1959 Suggestion Contest.

From left to right are Louis Haubner, Elmer Wlach, Joseph Roling, Mr. Knox, Quentin Wisby and Harry Appel.

Signal Chemical Meeting Held in New York



Signal Chemical Mfg. Co., Inc., Bedford, Ohio, recently held a week-long sales meeting in New York.

Signal men shown here at the meeting are, front row, left to right: Clifford H. Pratt, Philadelphia area; A. L. Green, general manager; R. J. Lusher, president; G. F. DeLorme, sales manager; Arthur Nascarella, New York City; Dan Mazzie, Chicago, and Louis Burson, Atlanta.

Top row, left to right: John McPartland, Charlotte; Charles Derr, Kansas City; Carl Ballard, Jackson, Miss.; Edward Edelman, Western district manager; Jerry Schutte, Cincinnati; John W. Knotts, Detroit; Clifford Knecht, Pittsburgh; Vernon Waldermeyer, Dallas, and John J. Smith, Los Angeles.

Great Lakes Appoints Three

Henry R. Richmond has been named general sales manager of Great Lakes Carbon Corporation's Mining and Mineral Products Division, Los Angeles.

Two sales managers have been appointed to supervise the marketing of the firm's diatomite and perlite products. Gordon G. Halvorsen, who has been with Dicalite since 1940, has been named sales manager for Dicalite filter aids and fillers. William R. Howell will be sales manager for perlite ore.

Continued on page 94

America's Finest Water Heater! Laundry Operators From Coast To Coast Secure AN ABUNDANT SUPPLY OF LOW-COST HOT WATER



Uses Any Type Gas

Saves
Valuable Floor
Space!

No Expensive
Storage Tanks
Are Needed!

5-Year Guarantee!

One-year unconditional; four years prorated. Backed by 35 years of successful experience. Finest materials, expert workmanship; neat in appearance. It comes COMPLETELY set up with burner and controls already installed on the heater.

with a Ewing Improved Automatic

VERTICAL MODEL HEAVY DUTY

Hot Water Heater

Provides a constant, plentiful supply of Hot Water. Automatic TROUBLE-FREE operation. Compact! . . . Quickly and easily installed . . . and ABSOLUTELY SAFE! Amazingly efficient and economical. Ask a Ewing user what he thinks of it.

FOUR SIZES: 190,000—315,000, 520,000 and 900,000 BTU input. Recovery capacities up to 850 gallons per hour at 100 degree temperature rise. Storage capacity 50 to 226 gallons. Inside surfaces treated with metal protective to assure long life and clean, clear water. Heavy duty magnesium rods incorporated with each unit.

Constructed in accordance with requirements of A.S.M.E. Boiler and Pressure Code. Each heater registered with National Board of Boiler and Pressure Inspectors. All safety controls listed by AGA.

Write or wire for details, name of nearest distributor.

Ewing

MANUFACTURING CO.
2545 NW 10 P. O. BOX 875
OKLAHOMA CITY, OKLA.



This season's profits will come in SPRING COLORS

Now is the time to promote
Spring season dyeing
When Almore does your dye
work, you can accept with
confidence and handle
with profits.

Spring Colors for . . .

- * Spring Coats
- * Wool and Cashmere Sweaters
- * Car Coats

Tell your customers—"DYEING SAVES BUYING"



ALMORE DYE HOUSE

DYEING is our **ONLY** Specialty
4412 Wentworth Ave.,
Chicago 9, Illinois
Leon Teicher, President

*Continuously in business since 1919
... the dyeing name of undying fame*

Continued from page 93

Don Weil "Plaquet" for 25-Year Service



Don Weil, president of Weil Cleaners, Monroe, La., recently celebrated his twenty-fifth anniversary as a licensee of the Sanitone Division of Emery Industries, Inc. In recognition of service to his community he was

presented a plaque by Sanitone. Flanking Mr. Weil at the presentation are: Al Jordan (left), sales promotion manager, Sanitone Division, Emery Industries, and Bill Leonard, Sanitone engineer for Louisiana.

Amsco Veterans Feted for Service

American Mineral Spirits Company, Chicago, Ill., recently honored two 25-year men of its Murray Hill, N. J., staff.

Recipients of the service awards and gifts were Anton Oliver, administrative assistant to the vice-president in charge of solvent and chemical sales, and James McElroy of the accounting staff at the company's general Eastern offices.

John E. Capizzano, vice-president, and Harold V. Pearson, secretary of Amsco, were also honored. Awards and gifts

were presented by A. W. Valentyne, chairman of the board, and E. M. Toby, president of Amsco.

Lasco Names Walters

Carter Walters has been named sales manager of the Lasco Supply Company, Dallas, Tex. Other additions to Lasco sales are Tee J. Perkins, who will serve the Abilene, Wichita Falls and southern Oklahoma area, and Harry Young, who will serve in east Texas.

Pennsalt To Build \$6 Million Tech Center



Pennsalt Chemicals Corporation of Philadelphia has purchased a 50-acre site in the King of Prussia Park, located at the Valley Forge Interchange of the Pennsylvania Turnpike. Pennsalt plans to build a technical center which will ultimately represent an investment of \$6,000,000.

The first building, which is

expected to be completed by the end of this year, will be a two-story laboratory, devoted to product development and technical service on Pennsalt's proprietary chemicals for the dry-cleaning, laundry and metal working industries.

As shown in the above sketch, the center will be located on a campus-type mall.

Pennsalt Chemicals will add its seventh production unit in five years when its \$500,000 plant in Atlanta, Ga., is completed in the spring.

In announcing the new facility William P. Drake, Pennsalt president, stated it continues the firm's program of establishing strategically located production units.

Pantex Appoints Fitpold



JOSEPH E. FITPOLD

Joseph E. Fitpold, a veteran of over 40 years in the industry, has been named Chicago district manager of the Pantex Manufacturing Corporation, Pawtucket, R. I.

In his new position, Mr. Fitpold will manage all Pantex sales and service in the states of Illinois, Indiana, Ohio, Michigan, Wisconsin, Minnesota and North Dakota.

Maytag Promotes Stanfield



DWIGHT STANFIELD

Dwight Stanfield has been named to the newly created position of commercial laundry sales assistant at the Maytag Company. Mr. Stanfield will assist in liaison work between Maytag and its commercial laundry distributors in the merchandising of Maytag coin-operated washers and driers. Mr.

Stanfield will use Maytag's Newton, Iowa, headquarters as his own.

Marlow Appoints



HERB LE BLANC

Herb Le Blanc has been named district engineer for Marlow Pumps, Division of Bell and Gossett Co., Midland Park, N. J. His territory includes Kansas, Missouri, Nebraska, Wyoming and Colorado. In previous positions Mr. Le Blanc has acquired experience in both pump engineering and sales.

Eaton Honors McDonald



RAYMOND F. McDONALD

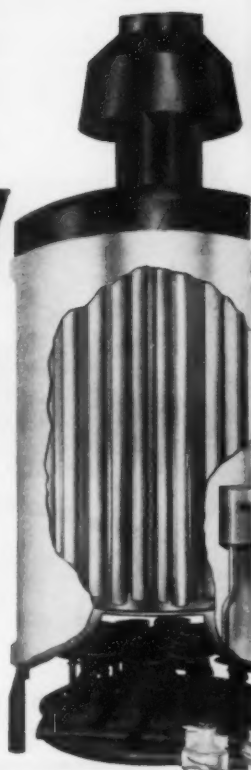
Eaton Chemical and Dye-stuff Company of Detroit, Toronto and Windsor, recently held its annual sales clinic in Detroit.

Following the clinic, the company gave a testimonial dinner for Raymond F. McDonald, retired, former director, executive vice-president and general manager of the company. Mr. McDonald had been with the company for 35 years.

Mr. McDonald was named a director in 1950 and served as vice-president from 1951 to 1956, when he was elected executive vice-president and general manager.

Continued on page 96

NICKEL-LINED* QUALITY COMCO



AT PRICES YOU'D EXPECT TO PAY FOR ORDINARY COMMERCIAL WATER HEATERS

Here's a nickel-lined water heater specially designed, specially sized to handle modern automatic laundry needs. Comco Nickel-lined* Water Heaters are sized for extra large volume requirements . . . up to 1500 gallons per hour with a temperature rise of 100°F.

NICKEL-LINED BY THE KANIGEN® PROCESS

... Through Chemistry, Industry's
Most Advanced Water Heater

Through the exclusive Kanigen® Process, a superb quality nickel alloy coating is chemically deposited to the interior of each Comco Heater. This assures absolute coverage, virtually bonding the steel and nickel alloy into one metal, giving years of extended heater life. Corrosion resistance equals that of hardened stainless steel on all usable water applications.

Each heater is fully approved by the American Gas Association for use with all gases . . . and is also approved by the American Society of Mechanical Engineers.

Designed and Produced by the Leading Specialists in Volume Hot Water Heater Equipment!

COMMERCIAL HEATER CO.

Fort Worth, Texas

*NICKEL-LINED BY KANIGEN®
Kanigen® is a mark identifying chemical deposition of a high-nickel, low-phosphorus alloy by General American Transportation Corporation and its licensees; and the coating resulting therefrom.

EASTERN SALES OFFICE:
Commercial Water Heater Co.
2025 Riverside
Columbus 21, Ohio

You Can't Afford to be without

**U. S. Model
518-2**

No Alteration pile-up • No labor trouble
2 Machines in ONE
It does many operations



HEMMING

- skirt, dress and coat bottoms
- linings
- sleeves
- cuffs
- draperies and curtains
- bedspreads

REINFORCING

- worn spots



U. S. BLIND STITCH MACHINE CORP.

231 West 29th St., New York 1, N. Y.

LACK. 4-9144



STANDARD SCALE BASKET

16" x 18" x 32" heavy gauge steel wire basket with removable plastic liner. Capacity 60 lbs. Steel carriage with 3" ball bearing casters. Weight figures are reflected in magnifying mirror and plainly visible without stooping. . . .

\$69.50

Replacement Liner

\$ 4.95

ECONOMY HANGING SCALE

Ideal Scale for selling service by weight. Heavy gauge metal basket. Attractive scale graduated in pounds and half pounds. Approved by Dept. of Weights and Measures. Capacity up to 100 lbs. Scale and basket as shown **\$39.75**

With stand add \$15.00

Scale alone \$18.00

Basket alone \$22.00



Send for 1960 Catalog.

Sold by Drycleaning & Laundry Jobbers Throughout the World.

NEWHOUSE SPECIALTY CO., INC.

3827 San Fernando Road, Glendale 4, Calif.

Continued from page 95 Guss Equipment Expands

Guss Equipment Corporation of Washington, D. C., has purchased a two-story building at 1216 Elmwood Ave., Sharon Hill, Pa., to facilitate expansion of its business into the Delaware Valley. The company will use 16,000 square feet of offices and warehousing equipment.

Torturer

GMC Truck and Coach Division, General Motors Corporation, has devised a shake rig that's 10 times more punishing than Belgian blocks, long considered the auto industry's toughest test track. Engineers estimate that one hour on the oscillating shake rig equals about 10,000 highway miles.

White Introduces New Multistop Trucks



A new White PDQ (Pickup and Deliver Quickly) truck is shown popping through a map of the United States as H. J. Nave (left), executive vice-president, and Harry D. Weller, Jr., vice-president-sales, look on.

The new trucks will range from 5,000 to 12,000 pounds GVW and are designed for multistop deliveries.

For more information: White PDQ Division, White Motor Company, 842 E. 79th St., Cleveland 1, Ohio.

PEOPLE AND PLACES

NORTH CENTRAL



Service Cleaners, Detroit Lakes, Minn., has been opened on Pioneer St. The new firm was formed by the merger of Nu-Cleaners and Graystone Cleaners. In charge are Bob Ford of Nu-Cleaners and Dan Robicheau of Graystone.

Leader Cleaners has opened a unit in the National Tea Supermarket, 4962 Cermak Rd., Chicago, Ill. Maurice Cowen is president of the firm.

Allen Cleaners & Launderers, Inc., Akron, Ohio, is celebrating its silver anniversary. The late Morris Cohn started the business at 60 Willard St. with his son, Arnold, who is now president. A brother, Edwin, is vice-president.

Dale McPherson, owner of Modern Cleaners, Otsego, Mich., has announced its sale to Lloyd Roush.

Progressive Cleaners will be housed in the Brandt Heights Shopping Center, Route 201 and Fishburg Rd., Dayton, Ohio, now under construction.

Denfeld Dry Cleaners, 4031 Grand Ave., Duluth, Minn., has purchased East End Cleaners and Furriers, 918 N. Second Ave., W., it was announced recently by Cyril Panian, owner of Denfeld. Samuel Copilowish, founder of East End, has retired. Associated with Mr. Panian are his wife and son.

Edwin Burd, owner of a dry-cleaning establishment at 312 Washington St., Columbus, Ind., has announced its removal to a new building on 12th and Washington Sts.

Twinbrook Cleaners, formerly Meyers Cleaners, held a grand opening in its recently con-

structed plant at Eastern Ave. and Collins St., Plymouth, Wis., according to Rudy Notz, owner.

Dietz Cleaners held a grand opening celebration recently at its new location on W. Chicago Rd., Sturgis, Mich. The firm, in business since 1911, was formerly at 114 N. Nottawa St.

Construction of a building at Fourth and West Sts., Cassville, Mo., to house Perry Cleaners has been started. Mr. and Mrs. Lloyd Perry have been operating the firm at 205 E. Fifth.

A grand opening was held recently at the new Sparkle One-Hour Cleaners, 8 Walnut St., Lawrenceburg, Ind., by Elvin Frankel and Bill Snyder.

Mr. and Mrs. Ora Hersom have purchased Frost Cleaners, Fond du Lac, Iowa, from Mr. and Mrs. Archie Frost.

Park Lane Cleaners and Shirt Laundry, Port Huron, Mich., held its grand opening recently. The firm, operated by Henry T. Smith, is located in the Northbridge Shopping Center.

Swift Cleaners, Cleveland, Ohio, announced plans to open its seventieth branch, at Chester and E. 55th.

A remodeling program has been completed at Fox Cleaners, W. Huron St., Pontiac, Mich.

A grand opening celebration was held at Burlington (Wis.) Cleaners, 715 Second St., by Mr. and Mrs. Stan Wilson.

Pat's Cleaners has been opened at 38 N. Fifth St., North Vernon, Ind., by brothers Lendal and Curly Patterson.

Russell Lethom, owner of Shepherd (Mich.) Cleaners, has installed new drycleaning equipment.

The 20-year-old **Velvetone Cleaners** has moved to new modern quarters at 1424 W. 51st St., Chicago, Ill.

Melin Cleaners and Shirt Laundry Service, 5538 N. Clark, Chicago, Ill., has opened its fifteenth and sixteenth units, at 6421 N. Western and 2437 Peterson.

The formal opening of **Tic Toc Cleaners and Shirt Laundry**, 2202 Government St., Cincinnati, Ohio, was held recently by Jimmy McLeMore, owner.

Fred Rosemire, who joined Ross Cleaners, Columbus, Ohio, 12 years ago as a route sales-

man, has been appointed general supervisor for the firm's chain of nine establishments in Columbus and Bexley, it was announced by Charles Ross, president.

Spic and Span Dry Cleaners has opened its fourth unit, at 186 S. Woodward, Birmingham, Mich. Besides another branch in Birmingham, the firm has stores at S. Center and Third in Royal Oak and 23257 Woodward in Ferndale.

Hartford (Wis.) Cleaners & Dyers, 122 N. Main St., has added a storage vault.

Flair Cleaners has opened a branch in the Hyde Park Shopping Center, 55th and Lake Park, Chicago, Ill. The company operates eleven cleaning plants on the South Side.

Cool City Cleaners, 1308 Washington St., Two Rivers, Wis., has added new drycleaning equipment.



Swanson's Cleaners will be housed in a shopping center now under construction at S. Land Dr. and 35th Ave., Sacramento, Calif.

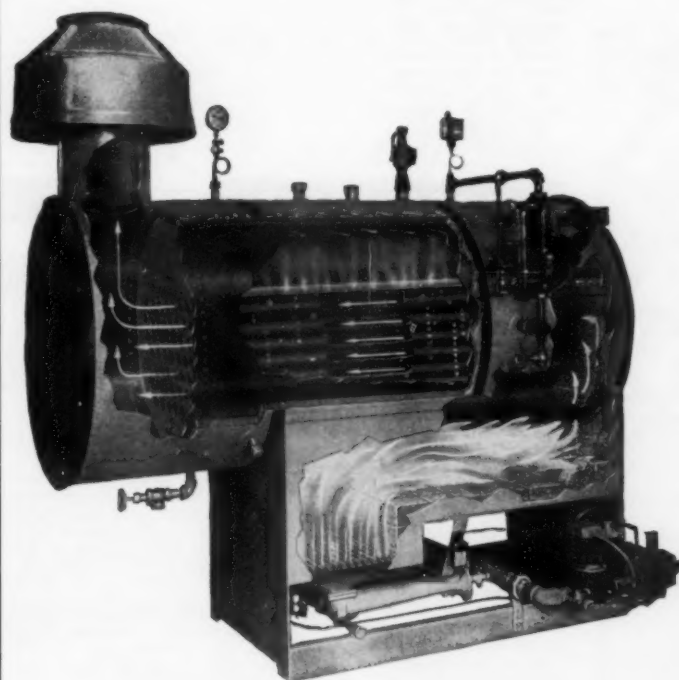
Fashion Cleaners, owned by John Bigler, has opened a pick-up station in the new shopping center at 3135 E. Seminary Dr., Fort Worth, Tex.

A 15-day grand opening celebration was held recently at El

Rancho Cleaners and Laundry, 370 N. Fullerton Rd., La Habra, Calif.

New drycleaning equipment has been installed at **Culver Cleaners**, 9534 Washington Blvd., Culver City, Calif., according to Leonard Kessler, manager.

Hugo Shekerlain has opened **North Hills Cleaners**, 10130 Balboa Blvd., Granada Hills, Calif.



GAS FIRED LATTNER HRT

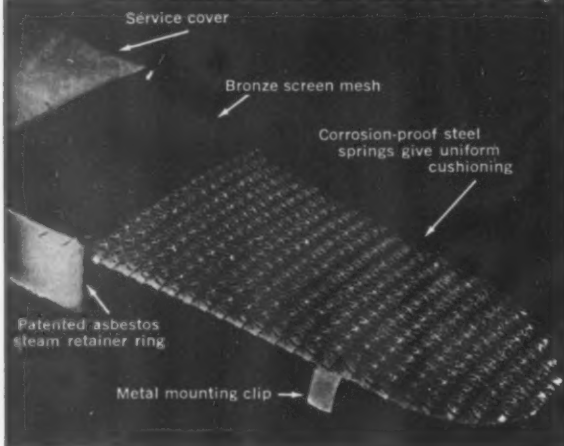
See —

- the simplicity of design.
- the 10 sq. ft. heating surface per H.P.
- the quiet atmospheric gas burners.
- the simple control setup.
- the factory installed combustion chamber.
- the rock wool insulated jacket.
- an HRT boiler all in one piece.
- the boiler that "coasts" with the load.
- sizes 3 H.P. to 50 H.P.

Dealers Most Everywhere

P. M. Lattner Mfg. Company
Cedar Rapids, Iowa

LIFETIME GUARANTEE



ZEIDLER "Perma-Pad"

Spring Cushion for Drycleaning Presses
Permanently resilient—can't bake or pack down!

Easily installed — economically priced

Write for literature

ZEIDLER Manufacturing Co., Inc.
633 Concord Avenue, Mamaroneck, N. Y.

New Cove Cleaners, Orange, Calif., operated by Mr. and Mrs. Barney Sharpe, has added new drycleaning equipment. Their son Jerry, will be associated with his parents.

A grand opening celebration was held recently by Don Bellor at Rancho Cleaners and Laundry, located in the N. Rialto Shopping Center at 198 E. Base Line, Bloomington, Calif.

Mr. and Mrs. Jimmy Phillips are the operators of a new drycleaning establishment at 152 Central Ave., Shafter, Calif.

Grand Cleaners of Clearlake Highlands, Calif., has opened a depot in Middletown.

Storie Cleaners has moved into new and more spacious quarters at 5053 Eagle Rock Blvd., Eagle Rock, Calif. Owners Amy and Cliff Storie held an open house.

A storage vault has been added at Lokey Cleaners, 1925 19th St., Lubbock Tex.

New Fashion Cleaners and Shirt Laundry, Denver, Colo., plans to open its ninth location at 5770 W. 44th Ave. John Kamlet, president, said the expansion program will continue with a number of new openings,

including complete plants in Littleton and in the new Village Shopping Center.

Rancho Cleaners has been opened in the new Moorpark Ave. Shopping Center, Moorpark, Calif., by Mr. and Mrs. Philip H. Mott.

Albright Cleaners has been opened in a newly remodeled building at 126 W. Eighth St., Junction City, Kans., by Clifford Kidd and his son, Howard. The Kidds also operate Fashion Cleaners, 124 W. Ninth.

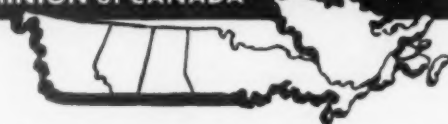
Dan Sharp has established Save-On Cleaners, 2561 Ventura Blvd., Camarillo, Calif.

Casas Adobes Dry Cleaning & Laundry has been opened in the Casas Adobes Shopping Plaza, 7119 N. Oracle Rd., Tucson, Ariz. Earl J. Brooks is manager.

Classic Cleaners has been opened at W. Washington and S. Magnolia, El Cajon, Calif., and will be managed by Mrs. N. Brackett.

Park Lane Cleaners has opened its sixth unit, in the new shopping center at Venice Blvd. and McLaughlin Ave., Mar Vista, Calif. Sam Prell and Jack Haimmer are the owners.

DOMINION of CANADA



A coin-operated laundry department has been added at Brady Cleaners, Exeter, Ont.

Andy's Modern Cleaners, Tilbury, Ont., has been purchased by Donald Fleming.

An open house was held recently at Enderby (B. C.) Dry Cleaners by A. Johnson, proprietor.

Embassy Cleaners is among the establishments opened recently in the White Shield Plaza, Scarborough, Ont.

Vogue Cleaners & Shirt Launderers, 224 Hinks St., Pembroke, Ont., has constructed an addition to its existing building.

Plans have been announced for establishment of a drycleaning concern in a newly renovated building on Dundas St., Iroquois, Ont., by George Perault and his son.

Top Tone Cleaners has opened a new drycleaning plant on Elizabeth Ave. W., St. John's, Nfld. J. D. Grubb is president of the concern and R. W. Norman general manager.

Alfred Diachyshyn has established a drycleaning establishment in Shaunavon, Sask.

Sta New Drycleaners, Inc., 554 Passaic Ave., West Caldwell, N. J., has been established by David Brown, an NID graduate.

Paramount Cleaners has received zoning approval for operation of an outlet at Freemansburg Ave. and Dunkle St., Easton, Pa.

Harry Roeberg, president of Arrow Cleaners, Wilmington, Del., has announced that its main plant and offices will be housed in the Plaza Shopping Center now under construction on the Kirkwood Highway.

Fashion Cleaners, Inc., 352 Elm St., and White Mountain Laundries, Inc., 336 Elm St., Stamford, Conn., have announced

Spick and Span Cleaners has opened its twenty-fourth unit, at Parkwoods Centre, Ont.

A coin-operated laundry department has been added at Caplan's Cleaners on King St., North Battleford, Sask.

Robin Hood Cleaners and Shirt Finishers, 2432 Yonge St., Toronto, Ont., was opened recently by John Korona.

Alex Goodhead, owner of Humber-side Cleaners in Bolton and Caledon East, Ont., has purchased the former King City (Ont.) Cleaners, which he will operate as a branch of Humber-side Cleaners.

D'Arcy Windsor has purchased New Service Cleaners on Queen St., Port Hope, Ont., from Joe Horely.

A coin-operated laundry has been opened at Aylmer Cleaners, 42 King St. E., Ingersoll, Ont.

A complete new plant has been installed by Revelstoke (B. C.) Cleaners & Tailors in a remodeled building.

Gilbert Nettoyeur, 2240 E. Fleury St., Montreal, Que., has been opened by Gilbert Hétu.

NORTH EAST



plans to consolidate. The new company will be known as White-Fashion Laundries and Drycleaners, Inc. Officers of the firm are Sol Younger, Martin Gerstenzang, and Jerome and Bernard Taub.

Harold Goldman and Charles Alongi, owners of Treet Cleaners, 157 River St., North Adams, Mass., have purchased property at Union and Gallup Sts., for establishment of a branch to be operated as Korner Kleeners.

Mrs. Minnie Ritzo has assumed management of Reliable Cleaners, 11 S. Main St., Yardley, Pa. The plant has been extensively renovated.

A three-day grand opening was held recently for Lewis Quality

French Cleaners, 5630 Mosholu Ave., Riverdale, N. Y. Lewis Burstin and Gerald West are the owners.

Jiffy Cleaners has been opened on Washington Ave., Bergenfield, N. J., by Julius D'Anna, Eugene Chiaramonte and Louis Foschini.

A branch of Taft Dry Cleaning will be included in the shopping center to be constructed on Newman Springs Rd., Lincoln, N. J.

Peak Cleaners, 337 Main St., Royersford, Pa., has been moved to the Twin-Boro Shopping Center in Spring City, it was announced by William J. Mooney, general manager.

Carl Cleaners, 1102 Tilden Ave., Utica, N. Y., has added a storage vault.

Bob Jacobs is the manager of a new drycleaning establishment recently opened in New Paltz, N. Y., which also offers coin-operated laundry service.

A building permit has been issued Seven Dwarf Cleaners, Inc., Long Branch, N. J., for construction of a \$79,000 drive-in drycleaning establishment and self-service laundry at Howland Pl. and Broadway. The firm also operates Star Laundry on Myrtle Ave.

Walzer Cleaning Co., 408 Eighth St., New Kensington, Pa., has added a storage vault.

Leonard J. DiOrio is manager of the new Orange Cleaners outlet which opened in Levittown Plaza on Route 130, Levittown, N. J.

Kem Drive-In Cleaners and Shirt Launderers has opened its second unit, at 1711 Union St., Schenectady, N. Y.

Noble Cleaners has been established at the Treble Cove Shopping Plaza on Boston Rd. in North Billerica, Mass.

Louis Lang has opened a new drycleaning establishment at 123 Middle Neck Rd., Great Neck, N. Y.

Edwin and Elinor Northrup have taken over management of Youngville (Pa.) Dry Cleaners.

Harry Kachadoorian, president of Roxy Cleaners, Albany, N. Y., was honored recently on his thirtieth anniversary in business. Mr. Kachadoorian started with one store in Albany and expanded to the present large chain throughout the state.

Band Box Drive-In Cleaners has been opened at Hicksville and Merrick Rds., Massapequa, N. Y.

Capen Careful Cleaners, 3980 Jonestown Rd., Colonial Park, Pa., has added a self-service laundry, it was announced by Macey Capin, president.

Custom Dry Cleaners, 203 State St., Auburn, N. Y., has added a storage vault.

Saturn Drive-In Dry Cleaners will be housed in a new building on Benkert St., Bethpage, N. Y.

Vernon Cleaners of Mt. Airy, Pa., has opened a drycleaning plant at 113 S. Easton Rd., Glenside. This is the firm's third location.

NORTH WEST

Wayne Cripe, owner of a drycleaning establishment on E. Trent, Opportunity, Wash., has opened an office in Argonne Village.

Kennedy's Cleaners has leased space in the new Northgate Shopping Center, Salem, Ore.

A drycleaning pickup station is scheduled to open in the new Roseland Shopping Center, Market St. and Lansing Ave., Salem, Ore.

Vanity Cleaners, 314 E. Main St., Klamath Falls, Ore., has been purchased by Al and Norma Bukosky from Sol and Bruce Wirth.

Bill Fauge, owner of Seaside (Ore.) Cleaners, and Al Lemma, general manager of Seaside Laundry Cleaners, have announced combining the two operations. Seaside Cleaners will be moved to the Seaside Laundry location and modern equipment will be added.

A business license has been issued Swiss Tailors & Cleaners, Inc., 216 S. W. Main St., Portland, Ore.

Articles of incorporation have been filed by Peacock Drive-In Cleaners, Inc., 1705 State St., Salem, Ore. Incorporators are L. L. Sawyer and Lois S. and Thomas L. Mosher.



THREAD RACK

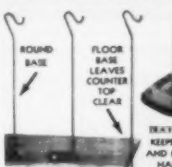
32 spool capacity thread rack holds all standard spools and bobbins. Each spool is directly and instantly available. Heavy, rigid welded wire construction and bright nickel plate guarantee long life and attractive appearance. Flat design saves on scarce working area. For bench, wall, table edge mounting . . . or mount on board for portability.

Price.....\$6.95 each



QUALITY PINS

Quality pins for every need of the launderer and cleaner. Net Pins — Marking Pins — Blanket Pins — Safety Pins — Straight Pins. Coiled or Coil-less. Brass, Stainless or Brass-Stainless combination. Sizes 1 1/4 inch to 5 1/2 inch. Sharp or slenderized point. Plain, numbered, lettered or special. Write for complete information and prices.



COUNTER GARMENT RACKS

Neat, durable fixtures on which to hang garments during check out. Keeps clothes wrinkle free and off soiled counters. Available with round base, tray base, or floor base. All KD counter racks have a set screw in each base to keep the hook properly lined up and prevent rod from turning.

Price....\$4.50 each — Round Base
\$5.50 each — Tray Base
\$4.95 each — Floor Base

ASK YOUR SUPPLIER ABOUT KD . . .

KD Numbering Outfits

Identification Tags and Systems

Flag Markers

Brass Tags and Rings

Rack Dividers

Pin Straighteners

Pin Set Transports



79 14th St., Battle Creek, Michigan

GREASELESS! SMEARLESS!

NOW

A NEW ANTI-STATIC SPRAY GUARANTEED TO BE EFFECTIVE!



Spray the outside of plastic bags after garments are enclosed. NEUTRO-STAT prevents the bags from clinging to clothes! . . . prevents dust from attracting to bags! Sprayed on dark blue garments, keeps them lint-free! Non-oily, non-flammable, dries fast and will not spot. Low-cost. NON-RUST TYPE also available for use when metal parts will be sprayed.

THE SIMCO COMPANY

920 WALNUT ST., LANSDALE, PA.

Ship.....16 oz. cans Neutro-Stat @ \$2.75

.....cartons (1 doz. cans) @ \$27.50

☐ STANDARD ☐ NON-RUST

FIRM.....

ADDRESS.....

SIGNATURE.....



NO MORE CURLED LAPELS

Amazing garment retainer eliminates curled lapels, keeps coats from sagging and drooping, gives garments that "deluxe" look. Order today, reasonably priced. Order direct or from your jobber.



THE COAT RETAINER CO.

P. O. Box 7021

San Antonio, Texas

HEART DISEASE
#1 Enemy

HEART FUND
#1 Defense

Help Your
Heart Fund
GIVE TO THE
1960 DRIVE

Approximately 1,000 persons toured the new X-L Cleaners, Dickinson, N. D., at its recent open house. Mr. and Mrs. Gene Wilhelm are the owners.

Mr. and Mrs. Fred Johnson have purchased Republic (Wash.) Dry Cleaners from Mrs. Mary Laurie Rowe. The name will be changed to Little Minit Cleaners.

Broadway Cleaners, 4615 S. Sixth St., Klamath Falls, Ore., has been purchased by Mr. and Mrs. Edgar Isensee from Mr.

and Mrs. Loulyn Lambert. The Isensees also own Cascade Laundry and Cleaners.

Pedersen's Paramount Cleaners has moved from 425 N. Capital Ave., Idaho Falls, Idaho, to a new location on N. Yellowstone Ave. S. Eddie and Einar Pedersen, owners, have announced the purchase of new equipment.

Model Cleaners has leased space in the new Sunnyslope Shopping Center at Liberty Rd. and Cunningham Lane, Salem, Ore., for a pickup station.

SOUTH EAST



A grand opening was held recently at Luxree Cleaners on Highway #7 Northbridge Terrace, Charleston, S. C., owned by Harold A. Seyle.

American Dry Cleaners, Lakeland, Fla., has been opened by Mrs. Carrie Lawhon.

Gold Star Cleaners on W. Main St., Thomasville, N. C., has been purchased by F. T. (Sam) Hart, Rex Gallimore and Joe Wilson. The firm will be operated as Chair City Cleaners and Laundry.

Fort Lauderdale (Fla.) Cleaners and Laundry, Inc., 101 N. W. First Ave., recently completed an extensive remodeling program, including a building addition.

Ryan Cleaners, 710 S. Missouri Ave., Clearwater, Fla., has added

new drycleaning equipment. Ryan Laurin is the owner.

B & B Cleaners is to be housed in a new building on Maple Ave., Mena, Ark., according to Bud Brown and L. Barrick, owners.

Norris Cleaners, owned by Mr. and Mrs. Max Norris, has added new equipment to its plant on Dakin Ave., Kissimmee, Fla.

Spotless Cleaners and Coin Operated Laundry has been opened at Powell and Montana Sts., Dothan, Ala., by Grace and J. B. (Pete) Thomas. They also operate Spotless Cleaners at 207 E. Adams St.

Warren Dry Cleaners, Kernersville, N. C., has been completely renovated and enlarged, and new drycleaning equipment added.

OBITUARIES

Arthur Berger, 78, founder and president of Berger Service, drycleaning chain of New York City, Long Island and Connecticut, died in New York recently. Surviving are his wife, three daughters and a son.

William Ford Bowman, 62, retired owner of Bowman Dry Cleaning Company, New Orleans, Louisiana, died recently. Mr. Bowman was a Mason. Surviving are his wife and son.

Jerome E. Brunner, 55, former part owner of Brunner's Cleaners, San Rafael, California, died recently after a year's illness. Mr. Brunner had operated the drycleaning establishment with his brother, John. Surviving are his wife, mother, two sons and a daughter.

George William Douglas, 53, former owner of Peerless Cleaners, Washington, D. C., died recently. Surviving are his wife and stepmother.

Stephen F. Doyle, 57, operator of Ridge Cleaners, Evanston, Illinois, died recently. Mr. Doyle is survived by his daughter.

Robert G. Hoff, 55, president of C. D. Hoff Cleaners, Inc., Hastings, Nebraska, died of a heart attack while at work recently. Mr. Hoff learned the drycleaning business under his father, C. D. Hoff, during school years, and became associated with the establishment in 1920. He served as a director of the Nebraska State Drycleaners Association, and was a member of the Elks Lodge, Kiwanis and Masons. Survivors include his wife and two daughters.

Edward J. Miller, 52, owner of a drycleaning establishment in Philadelphia, Pennsylvania, died recently. Mr. Miller was a member of Olney Post, VFW. He is survived by his wife.

Joseph Pearson, founder of Pantorium Cleaners and Dyers, Madison, Wisconsin, died recently of a heart attack. Mr. Pearson was a former First Ward Alderman. Surviving are his wife, son and daughter.

Merwin H. Rackett, 69, past president of the Los Angeles (California) Dry Cleaners Association, died recently at Long Beach Veterans Hospital. Mr. Rackett is survived by his wife and daughter.

George Schultz, 75, retired owner of a drycleaning establishment in La Crosse, Wisconsin, died recently after a long illness. He is survived by his wife and daughter.

George G. Veteto, former operator of NuMethod Cleaners, Mill City, Oregon, died recently. He was a past noble grand of the Oddfellow Lodge and a member of the Lions Club. Surviving are his wife and two daughters.

ANNUAL CONVENTIONS

March 19—Connecticut Launderers & Cleaners Association, Inc., Wallingford.

April 30 and May 1—Southern Distributors Council, Chisca Hotel, Memphis, Tennessee.

May 5, 6 and 7—Idaho Launderers and Cleaners Association, Bannock Hotel, Pocatello.

May 14 and 15—Dry Cleaners Institute of Texas, Fair Park Coliseum, Lubbock. With exhibit.

May 19, 20 and 21—Pacific Northwest Launderers and Drycleaners Association, Winthrop Hotel, Tacoma, Washington.

June 3, 4 and 5—California Drycleaners Association, Lafayette Hotel, Long Beach.

June 8 and 9—North Carolina Association of Launderers and Cleaners, Sir Walter Hotel, Raleigh.

June 17 and 18—West Virginia Launderers and Dry Cleaners Association, Daniel Boone Hotel, Charleston.

June 24, 25 and 26—Florida Institute of Laundering and Cleaning, Fontainebleau Hotel, Miami Beach.

August 21, 22 and 23—Virginia Association of Launderers and Cleaners, Inc., Hotel Roanoke, Roanoke.

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CLEANING PLANTS FOR SALE

For sale: In central Michigan, modern cleaning plant with shirt laundry. Gross last year \$75,000. Long-term lease or will sell building with business. For further information. ADDRESS: Box 9831, NATIONAL CLEANER & DYER. -2

NORTHWESTERN ILLINOIS—well equipped solvent plant, established 27 years. Gross \$40,000. New building, corner location, ample parking. \$20,000—one half down. Terms on balance. Long lease, or will sell building. ADDRESS: Box 8990, NATIONAL CLEANER & DYER. -2

Modern well-equipped solvent plant in gold coast of Florida. Doing average yearly volume of \$30,000 gross. Could be increased by starting Pick-up and Delivery Service. Good lease on store in Food Fair Shopping Center. Price \$20,000—one-half down, terms. Paragon Cleaners, 1396 N. Federal Highway, Delray Beach, Florida. 8997-2

PENNSYLVANIA. Solvent plant for sale. Cash-and-carry sales over \$20,000. Can easily be doubled with present equipment including 30 HP. boiler, all in perfect condition. Sold with or without property. Corner location with ample parking. Terms available. ADDRESS: Box 9023, NATIONAL CLEANER & DYER. -2

Modern solvent plant in progressive west Texas town of 9,000. All new Hoffman machinery. Grossing \$21,000. Excellent potential. \$10,000 down, \$30,000 total. This is a model plant. Reason for selling, other business interests. Write or call Dennis Fisher, Fort Stockton, Texas. 9024-2

In N. E. Indiana Lake Region—newly equipped drycleaning plant, new truck. Gross \$30,000. Modern building works one town. Health forces sale. Sell on contract with \$14,500 down. Write Box 373, Avilla, Indiana, or phone TW 7-5461 for appointment. 9027-2

SOUTHERN WISCONSIN SYNTHETIC PLANT WELL ESTABLISHED GROSSING \$80,000 YEARLY. EXCELLENT EQUIPMENT WITH CAPACITY TO DOUBLE. WILL SACRIFICE. WITH REAL ESTATE OR LEASE. ADDRESS: Box 9040, NATIONAL CLEANER & DYER. -2

For sale—southern Wisconsin. Well-established centrally located solvent plant can be purchased with or without real estate. ADDRESS: Box 9047, NATIONAL CLEANER & DYER. -2

TOP-NOTCH DRIVE-IN solvent plant with laundry and cold storage. Best location in city of 50,000 on Florida's West Coast with finest beach. Yearly volume \$75,000. A real opportunity for someone. \$25,000 cash with terms for balance. ADDRESS: Box 9055, NATIONAL CLEANER & DYER. -2

Northern Arizona—Reduced for quick sale. Complete solvent plant, ideal for working man and wife or partners. 1959 gross \$26,000. Selling price only \$12,500, one-half down, or \$11,500 cash. Owner-owned building in ideal location. Wonderful year-round climate. Wish to retire. ADDRESS: Box 9068, NATIONAL CLEANER & DYER. -2

For sale: Fully equipped drycleaning plant located in one of the most beautiful towns in the South. Highest type clientele. Business has doubled since 1957, with good opportunity for expansion. ADDRESS: Box 9069, NATIONAL CLEANER & DYER. -2

Modern synthetic drycleaning plant in north central part of Ohio. Grossing \$70,000 a year. Situated in an industrial town of about 20,000 population. Modern equipment throughout. Owner's other interests forces sale. Can be purchased with building or will give a good lease. For more information send your name and phone number to NATIONAL CLEANER & DYER, in care of box number 9070. -2

Well-established solvent plant—southeastern South Dakota. Prosperous trade area. Good location with brick building. Fine reputation for 18 years. No advertising—top prices—quality work—excellent clientele. Volume easily increased. Good lease. \$20,000 includes inventory. Other interests. ADDRESS: Box 9072, NATIONAL CLEANER & DYER. -2

NORTHEASTERN OHIO "BEST LOCATION IN THE NATION." Modern solvent plant in growing community, well-established. 1959 gross \$30,000, \$60,000-\$100,000 potential. Will sell or lease building. Also available for sale, large adjoining lot for future expansion. Reason for selling—health. ADDRESS: Box 9078, NATIONAL CLEANER & DYER. -2

WELL-EQUIPPED SOLVENT PLANT—WITH TWO-BATH WASHER AND EXTRACTOR, INCLUDING SHIRT UNIT. DOING \$70,000, CAN HANDLE \$100,000. LOCATED IN EATON ROUGE, LOUISIANA. ALL VERY MODERN. ADDRESS: Box 9079, NATIONAL CLEANER & DYER. -2

Well-equipped Mercury solvent drycleaning plant. Ideal for couple. Cash-and-carry business. Fred Soricone, 210 Fifth Street, West, Billings, Montana. 9080-2

WELL ESTABLISHED LAUNDRY & DRYCLEANING PLANT, located Bedford, Indiana—population 20,000. Average gross past 5 years \$75,000. Building and equipment first class condition. New boiler. Modern 2 room apartment. No indebtedness on property. Will sacrifice, substantial down payment, balance terms. Contact Stanley Campbell, 730 Fifth Avenue, New York City—Tel. CI 5-7879 or T. L. Montgomery, Bedford, Indiana—Tel. BR 5-4481. 8966-2

For sale—western Illinois. Complete cleaning plant with shirt unit in town of 14,000, grossed \$22,000. Drive-in. 10-year lease on building. ADDRESS: Box 9089, NATIONAL CLEANER & DYER. -2

Hi-Plains of Texas—Modern cleaning plant, average volume last 12 years, \$22,000—much greater potential. Price \$9,000. Write P. O. Box 531, Dalhart, Texas. 9090-2

CLEARWATER, FLORIDA. Best town on the West Coast of state. Complete SOLVENT PLANT. Gross \$50,000 per annum, with much higher potential. 70% of volume cash-and-carry. Land, building (8275 sq. ft.), complete equipment, 2 trucks, \$3,000 neon sign included. Price \$55,000. Write Dan Iley with TITZEL REALTY, REALTORS, P. O. Box 1207, Clearwater, Florida. 9091-2

INDIANA: Combination plant and excellent living quarters (3-bedroom). Cash-and-carry, adjacent ample parking, choice location, in one of fastest-growing areas in U. S. Excellent opportunity for family. Buildings, equipment, and good business on reasonable terms. Max Dickey Real Estate, 25 Washington St., Valparaiso, Indiana. 9092-2

TEXAS OPPORTUNITY: Solvent plant and shirt laundry with finest cold storage vault. Plant operated same name for nearly half century. Routes span out through more than one million population and growing by leaps and bounds. Buy this Dallas plant and enjoy life in an ideal climate of good weather and good neighbors. You will like it. Am selling because of age and health. Will sell building with the plant or lease it with option. Answer with full particulars as to ability, finances, etc., giving phone number and I will call you immediately. ADDRESS: Box 9093, NATIONAL CLEANER & DYER. -2

San Francisco, California. Drycleaning plant, established 15 years, 5-day week, no wholesale. Gross for 1959 \$54,000. All cash-and-carry. Building also available or long-term lease. Income excellent plus unusual potential. DAVITON'S 447 Irving Street, San Francisco, California. 9100-2

FOR QUICK SALE—Drycleaning plant. Rare opportunity for someone desiring a small cleaning plant in a central Wisconsin city with a wonderful business potential. No competitor located within 20 miles. Prosperity 6A automatic perc cleaning unit with reclaimers. Prosperity foot press. Cissell puff-iron tables, steam finishing board, steam electric iron assembly, steam spotting board. Adjusta-form bagger, compressor, etc. Price \$6,500, including building. Write Wm. Olson, Wautoma, Wisconsin. 9106-2

CLEANING PLANTS FOR SALE (Cont'd)

PLANTOWNERS—DO YOU HAVE SPARE TIME? Do you want additional income? Would you like to introduce and service your fellow drycleaners with a revolutionary approach to drycleaning—with a product that you will never be without—a product that is proven in hundreds of plants? A product that sells on first demonstration—definitely without high pressure—no investment. Write immediately—the area you wish to work may still be open. Bomar Laboratories, Ltd., Sheridan Rd. at Winona, Chicago 40, Illinois. 9113-2

Complete solvent plant. Ideal location in southeastern Arizona. 1959 gross \$26,000. Cash-and-carry. Selling price \$15,000. Wish to retire. Owner owns building. ADDRESS: Box 9115, NATIONAL CLEANER & DYER. -2

LAUNDRY AND DRYCLEANING PLANT IN SOUTHERN ONTARIO, CANADA—ESTABLISHED OVER THIRTY YEARS IN A GROWING COMMUNITY—DOING OVER \$500,000 YEARLY. JUST RECENTLY ENTERED INTO THE LINEN SUPPLY FIELD. EXECUTIVE SALARY AND PROFITS ALONE WOULD PAY FOR ASKING PRICE IN 3 TO 4 YEARS. A VERY ATTRACTIVE PRICE FOR THE PURCHASER. EQUIPMENT IS ALL MODERN AND IN EXCELLENT CONDITION AND IS VALUED MORE THAN THE ASKING PRICE. THIS EQUIPMENT PRICE IS NOT ESTIMATED ON THE REPLACEMENT PRICE BUT THE MARKET VALUE OF EQUIPMENT AS IS. EXPERIENCED PLANT AND ROUTE MANAGERS ARE WELL ESTABLISHED WITH PLANT, AND SOME HAVE BEEN WITH THE FIRM FOR A NUMBER OF YEARS. ALL THAT IS NEEDED IS PERSONAL ATTENTION. THE BUILDINGS TO BE LEASED ON A 15 TO 20 YEAR BASIS AT A REASONABLE AGREED-UPON RENT AND THEY MAY BE PURCHASED OUTRIGHT AT A LOW PURCHASE PRICE AT THE TERMINATION OF THE LEASE OR THEY MAY BE PURCHASED OUTRIGHT IMMEDIATELY. ALL APPLICATIONS TO THIS ADVERTISEMENT WILL BE KEPT STRICTLY CONFIDENTIAL. ADDRESS: Box 9116, NATIONAL CLEANER & DYER. -2

Laundry, complete, near college town. Will sacrifice, will help finance. Fromm's Cleaners & Dyers, Inc., Lock Haven, Pa. 9122-2

For sale: Solvent plant (Hoffman) grossing \$12,000, potential \$35,000. Good spot for drive-in. \$11,500. Other interests. St. Louis, Missouri. ADDRESS: Box 9124, NATIONAL CLEANER & DYER. -2

CLEANING PLANTS WANTED

WANTED TO BUY: Cash-and-carry cleaning and laundry operation. Minimum yearly volume \$300,000. Must have 70% or more cleaning volume. Have cash to invest. Address: D. B. Keeling, 120 N. Beekham, Tyler, Texas. 9054-1

Wanted to buy solvent plant West Coast of Florida doing \$25,000 gross or more. ADDRESS: Box 9067, NATIONAL CLEANER & DYER. -1

Am selling my plant, seeking one in FLORIDA. Wish employment as working manager (etc.) with option to buy after agreed period of time. ADDRESS: Box 9088, NATIONAL CLEANER & DYER. -1

Manager with previous ownership experience desires a medium-sized plant to lease with option to purchase or manage to obtain future ownership. ADDRESS: Box 9107, NATIONAL CLEANER & DYER. -1

Wanted to buy medium-sized drycleaning plant. ADDRESS: Box 9108, NATIONAL CLEANER & DYER. -1

SALESMEN WANTED

DRYCLEANERS! GET 2 FOR 1! Add a profitable service to your present business and get individual identification with an outstanding nationally advertised trademark that will serve your present business as well. Package promotion including TV and radio commercials. \$3,500 to \$8,000 investment required. Terms available. Unlimited potential in on-location carpet and furniture cleaning service field. Experience helpful but not necessary. Will train. Exclusive territories open. WRITE. Give references, background, qualifications. **MAGIKIST SERVICE CORP.,** Dept. D., Attn: Carl V. Haga Associates, 705 S. Cicero, Chicago 44, Illinois. 8870-14

SALESMEN, PART-TIME: We need several men (no age preference) to call on cleaners with our topnotch line of sewing supplies and specialty items. High commissions, protected territories. Write, giving experience, references, etc. ADDRESS: Box 8954, NATIONAL CLEANER & DYER. -14

Profitable side line for salesmen with drycleaner following. Initial order pays you \$49 plus commissions on repeats. P. O. Box 20092, Indianapolis, Indiana. 9063-14

PLANTOWNERS—DO YOU HAVE SPARE TIME? Do you want additional income? Would you like to introduce and service your fellow drycleaners with a revolutionary approach to drycleaning—with a product that you will never be without—a product that is proven in hundreds of plants? A product that sells on first demonstration—definitely without high pressure—no investment. Write immediately—the area you wish to work may still be open. Bomar Laboratories, Ltd., Sheridan Rd. at Winona, Chicago 40, Illinois. 9114-14

SALESMEN WANTED (Cont'd)

LARGE PETROLEUM PLANT MANAGERS. An unusual opportunity for a position as senior field technician in the Middle Atlantic area to sell and service drycleaning detergents manufactured by one of America's leading research and manufacturing organizations. **REQUIREMENTS:** 1. Petroleum plant managerial experience. 2. Unquestionable character. 3. Ability to pass rigid aptitude tests for mental and sales ability. **REWARDS:** 1. Thorough technical and sales training. 2. Substantial guaranteed salary and expense plus a highly attractive incentive plan. 3. Liberal retirement income plan and life insurance plan. 4. Unlimited opportunity for advancement and earnings. This is a corporate organization and we employ no relatives. Write all details regarding experience, education and other qualifications. ADDRESS: Box 9102 NATIONAL CLEANER & DYER. -14

SITUATIONS WANTED

Experienced spotter would like position as cleaner, spotter, in small to medium-sized plant that has washer-extractor unit. Have managed plants, sober, family man. Something secure, permanent. ADDRESS: Box 8714, NATIONAL CLEANER & DYER. -5

Working superintendent for drycleaning plant with 14 years experience, age 32. Good references as to ability and habits. First-class silk and wool spotter. Permanent position desired only. 2805 West 2nd Street, Wilmington, Delaware. 8956-5

Experienced spotter would like permanent position as cleaner, spotter in small to medium-sized solvent plant located in Arizona or Southern California. Age 40, married, childless, reliable, 17 years experience, good references. ADDRESS: Box 9007, NATIONAL CLEANER & DYER. -5

Florida State, manager's position preferred, would consider spotter cleaner position in small to medium plant, that has washer-extractor unit, prefer petroleum unit. 24 years experience, highly technical. 44 years old, available about March. Want permanency, Florida location. Have managed plants and taught Cleaning and Spotting to veterans. ADDRESS: Box 9045, NATIONAL CLEANER & DYER. -5

TOP MIDWESTERN CITY SILK SPOTTER, employed, fast, good, dependable, top knowledge of chemicals, bleaching and wetcleaning procedure, desires position in LOS ANGELES or suburbs with quality drycleaning plant. Excellent references. ADDRESS: Box 9058, NATIONAL CLEANER & DYER. -5

TRADE 30 years drycleaning experience, plus N.I.D. management graduate. What have you to offer? ADDRESS: Box 9074, NATIONAL CLEANER & DYER. -5

WOOL PRESSER, EXPERIENCED, QUALITY WORK. SOBER, STEADY. DESIRE WORK IN WESTERN PART OF OREGON STATE. ADDRESS: Box 9098, NATIONAL CLEANER & DYER. -5

TOP-NOTCH MANAGER of proven ability. 42 years age. Would like to connect with quality New York City plant. Understand administration, production, sales, training of help, capable of taking charge plant or entire business. ADDRESS: Box 9099, NATIONAL CLEANER & DYER. -5

DRYCLEANING MANAGER fully experienced in all phases of the industry, cost and quality control, sales. Would like steady employment with medium or large size plant. New York State or Illinois State preferred. Married, 47 years old. ADDRESS: Box 9101, NATIONAL CLEANER & DYER. -5

Drycleaning manager for medium-size plant. One who can get new business and make money—for both of us. ADDRESS: Box 9109, NATIONAL CLEANER & DYER. -5

Will go to Puerto Rico, Mexico or any southern country as drycleaning manager or instructor. Best of references. ADDRESS: Box 9110, NATIONAL CLEANER & DYER. -5

Experienced spotter with knowledge of supervision, management, finishing, etc., seeks large or small operation. ADDRESS: Box 9125, NATIONAL CLEANER & DYER. -5

Position wanted; experienced in all phases of drycleaning, small, large and chain operations, synthetic and petroleum, management supervision, spotting, etc. ADDRESS: Box 9126, NATIONAL CLEANER & DYER. -5

Working superintendent or spotter and cleaner (top quality). All-around man, 15 years experience, married, sober, 32 years old. Preferably California. ADDRESS: Box 9127, NATIONAL CLEANER & DYER. -5

First-class silk and wool spotter desires position as cleaner, spotter. Family man, have managed plants. References to ability and habits. 2302 Carter Street, Wilmington, Delaware. 9129-5

HELP WANTED

Manager with previous ownership experience and desire for future ownership in modern medium-size drive-in drycleaning plant. Located in suburb of Washington, D. C. Good pay plus bonus. ADDRESS: Box 8882, NATIONAL CLEANER & DYER. -7

Job with a future—experienced cleaner and spotter who can train wool as well as silk finisher. Working toward managing plant. Must start in spotting and cleaning position. Southwest Florida. ADDRESS: Box 9050, NATIONAL CLEANER & DYER. -7

Drycleaning productive manager. Salary \$100 per week plus bonus. N.I.D. graduate or equivalent. Send detailed application to Norman Laundry and Dry Cleaning Company, Box 608, Decatur, Illinois. 9111-7

WANTED: Floorlady—to take over finishing department in drycleaning and shirt laundry. Must be thoroughly experienced, quality and production. Lifetime opportunity to right person. State all qualifications and salary expected. ADDRESS: Box 9119, NATIONAL CLEANER & DYER. -7

You will have unlimited opportunity for advancement with America's largest and fastest-growing family laundry and drycleaning group. We are interested in recent N.I.D. OR A.I.L. GRADUATES OR YOUNG MEN WITH EQUIVALENT EXPERIENCE. Send complete resume of background and recent photo to Box 9128, NATIONAL CLEANER & DYER. All replies will be held confidential. -7

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4 (four) Bishop reels, in excellent condition, for sale \$300 total or \$90 individually. ADDRESS: Box 9118, NATIONAL CLEANER & DYER. -4

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Speaker Misquoted

To the Editor:

Your reporter misquoted me . . . in the article that appeared on page 68 of your January 1960 issue. His report on my 11/8/59 talk to the Cleansing Plant Owners of Massachusetts stated . . . "As for drycleaning coin-ops, he (meaning Heidersbach) predicted that 24,000 will be in existence within six months and that one-half of marginal cleaning plants will fold the first year as a result of the competition."

Several of the statements I made were based on a recent report on *laundry coin-ops* that a panel of experts made to the LCATA supply manufacturers meeting in Washington. As of 10/1/59, it was estimated that there were approximately 18,000 laundry coin-op businesses in operation. Furthermore, it was reported that new *laundry coin-ops* were being installed at the rate of 400 per month, and it was estimated that this rate of growth would continue for at least another 15 months. 18,000 plus 6,000 equals 24,000 . . . the approximate number of *laundry coin-ops* that should be in business by the end of 1960.

At this point in my talk, I stated that practically every one of these 24,000 *laundry coin-ops* would undoubtedly be a likely prospect for at least one drycleaning coin-op machine. I then pointed out that all drycleaning coin-op machines marketed to date were designed for single-bath operation . . . no rinsing or distillation facilities appear to be available. And I reminded the audience that it was perhaps coincidental that the total number of *laundry coin-ops* estimated to be in business by the end of 1960 would be about the same as the approximate 24,000 drycleaning plants that do less than \$1,000 per week business.

Then I reminded the audience that most of these 24,000 drycleaning plants were using a no-rinse, no distillation process almost identical to that employed by the drycleaning coin-ops in operation to date. I intimated that perhaps the housewife might be unable to detect very much difference between such professional drycleaning and the cleaning she might turn out herself in a drycleaning coin-op machine.

As a possible solution to the "men-

ace" (your reporter's word), I suggested first of all that professional drycleaners should try to turn out a better cleaning job, and I further suggested that perhaps a separate rinse in new or distilled solvent might be one approach. I then wound up this portion of my talk by saying (and I quote directly from my speech outline) . . . "If you can't beat 'em, join 'em. If you can't—or won't—do a better job of drycleaning than the coin-ops, then open a coin-op yourself before some doctor, dentist or lawyer beats you to the punch."

ERNIE HEIDERSBACH
Director of Sales and Service
R. R. Street & Co. Inc.
Chicago 6, Ill.



Oldtimers' Gallery

To the Editor:

You would be giving an old cleaner a big kick if you could put the picture of my brother and wife in your magazine. He has been in the cleaning business for 51 years in the same town and the same building, Sulphur Springs, Texas.

Some of the oldtimers would appreciate this for he is known all over the state. I am his brother, who has been doing the same thing for 41 years in Texas and Arizona.

JOHN E. CHAPMAN
Vogue Cleaners & Tailors
Phoenix, Ariz.

The photograph of Mr. and Mrs. Shed Chapman was taken on their golden wedding anniversary.—EDITOR

Let's Hear From You . . .

We welcome your inquiries, your views about every phase of the drycleaning industry, your problems and your solutions to problems. Address:

The Editor
The National Cleaner
466 Lexington Avenue
New York 17, N. Y.

Congratulations

To the Editor:

Permit me to congratulate you on your executive promotion to general manager of the NATIONAL CLEANER & DYER, *The Laundry Journal* and *National Rug Cleaner* magazines.

I sincerely wish you continued success in your operation in the trade magazine field.

D. H. CURRIE
Managing Director
Dry Cleaners and Launderers
Institute (Ontario)
Toronto, Ont., Canada

Cabled SOS

To the Editor:

Despite sales generally being unsatisfactory throughout cleaning industry and especially with me. Stop. Any sound sales promotional ideas gratefully received. Stop. Please airfreight at my cost extra copy 1960 Guidebook. Am forwarding cheque to cover freight.

N. N.
New Zealand

How Not To Merchandise

To the Editor:

I am starting a plant and had seen in your January issue an announcement that in February you would have an article on "What Doesn't Work." I hope to be all set up by the time I receive the February magazine. If possible, can I receive any of that information before that?

M. E. DOMINICK
Atlantic Tailors
Camden, N. J.

The subject was covered in the "Merchandising" section of our February Guidebook issue.—EDITOR

Dyers Group

To the Editor:

We have noticed references in your journal to the Garment Dyers Guild. It would be appreciated if you could kindly put us in touch with the secretary since membership in this body might be of great interest to us.

R. D. WALKER
Bradford Dyeworks Limited
Sumner, Christchurch, New Zealand

Address Burton M. Halpern, Information Director, Garment Dyers Guild of America, 1790 Broadway, New York 19, N. Y.—EDITOR

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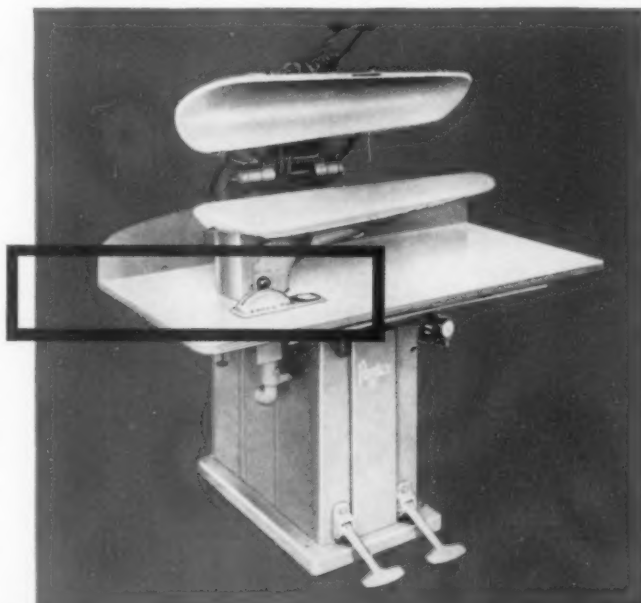
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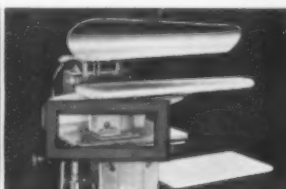
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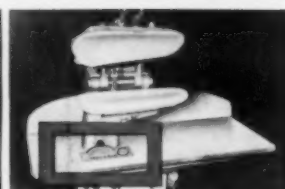
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